Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES
SUMMER 1985

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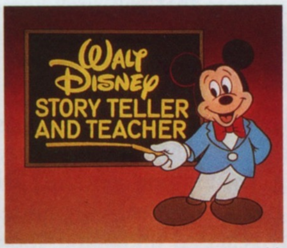

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COVER: The popular Main Street Electrical Parade, bigger and brighter than ever, lights up Disneyland and Walt Disney World every night this summer.

"When you think about what Walt Disney would be doing if he were alive today," Michael Eisner, Chairman and Chief Executive Officer of Walt Disney Productions, said at the company's annual stockholders meeting earlier this year, "the answer is that he would be doing something new and innovative, something nobody else thought of.

That creative spirit has existed at Walt Disney Productions for more than 60 years—at least since the company was formed in 1923—and the new management team of Eisner and Frank Wells, President and Chief Operating Officer, has pledged that it will continue for many years to come.

And, to prove that point, Eisner and Wells have announced an ambitious and extensive set of plans that will spell some changes for the Disney organization.

But, as Eisner himself says, "Change at Disney will be more evolution than revolution."

Nevertheless, there are changes. First among them was the formation of the new Touchstone Films label, which allows Disney to make more challenging, hard-hitting motion pictures for a movie-going audience that has grown decidedly more mature and sophisticated. Already released under the Touchstone banner have been the box-office hit "Splash," the Academy Award-nominated "Country" and the action-adventure "Baby... Secret of the Lost Legend." Set for release in the coming year are such movies as "Jerry Saved from Drowning," starring Nick Nolte, Richard Dreyfuss and Bette Midler; "Off-Beat," a comedy featuring Judge Reinhold, who co-starred in "Beverly Hills Cop"; and "Splash II," which reunites Tom Hanks, Daryl Hannah and John Candy in the continuing adventures of a man and a mermaid.

Changes are also on the way for Disneyland, where a host of exciting new attractions are scheduled to open over the next few years. George Lucas, of "Star Wars" and "Raiders of the Lost Ark" fame, is helping develop several of the attractions.

At Walt Disney World, construction on The Living Seas is progressing smoothly and the new Future World attraction at Epcot Center will debut in early 1986. In addition, Disney is near an agreement with Denmark, Sweden and Norway to build a Scandinavian pavilion in World Showcase.

Also in the near future is the re-emergence of Walt Disney Productions on television. Already on the small screen is the action-adventure series "Wildside," which is seen on ABC. Coming to Saturday mornings in the Fall are two new half-hour cartoons, "The Gummi Bear Show," about a group of lovable bears who help a boy fight evil villains, and "The Wuzzles," which features characters made by combining two different animals (an Eleroo, for instance, is a cross between an elephant and a kangaroo).

But TV, movies and theme parks aren't the only areas of Walt Disney Productions undergoing changes right now. Come Fall, you'll be seeing a brand new *Disney News* with strikingly bold editorial and graphics changes. To kick off the new *Disney News,* we'll be featuring an article on the new Disney management team of Michael Eisner and Frank Wells.

Walt Disney Productions is set for an exciting and ambitious future and we guarantee you'll be there very step of the way with *Disney News*.

Bob Baldwin

Bob Baldwin / *National Director, Magic Kingdom Club*

DISNEY NEWS 1985 PHOTOGRAPHY CONTEST

To help celebrate Disneyland Park's 1985 30th birthday, DISNEY NEWS magazine is awarding 300 wonderful prizes to some lucky amateur photographers who take a winning photo in the Disneyland Park in California or in Walt Disney World Vacation Kingdom in Florida. Prizes will be awarded to those photos, which in the opinion of the judges, best represent the universal appeal of the Disney Parks—the happiness they bring to all who visit them. *Spontaneity* in the photo taking will be a key word in helping the judges pick the winning entries. Entries must be in color only: color prints, original 35mm color slides or transparencies. Winners will be announced in the Spring 1986 issue of DISNEY NEWS...

THE GRAND PRIZE: A 5-night Deluxe Vacation at either Disneyland or Walt Disney World, including air fare, for a family of four. Winner of the Disney Park Holiday must use the accommodations by November 1, 1986.

2—First Prizes: A Kodak Carousel #5600, retail value $510 each.

3—Second Prizes: Kodak #6100 Disc Camera Outfits, retail value $92.95 each.

4—Third Prizes: Kodamatic 980L Instant Cameras, retail value $89.95 each.

5—Fourth Prizes: Disney watches of est. value $50 each.

6—Fifth Prizes: Mickey or Minnie Plush toys.

279—Honorable Mention Prizes: A year's free subscription to DISNEY NEWS magazine. All winners mentioned above will also receive a one year's free subscription.

CONTEST RULES:

1. The contest is open to amateur photographers only. Employees and families of Walt Disney Productions, its subsidiaries and agencies are not eligible.
2. Each entry should be submitted by the person taking the photo.
3. Entries are limited to color only: color prints, or original 35mm color slides or transparencies. No black and white will be accepted.
4. The entry blank (or copy thereof) must be signed by the person entering the photograph. Any recognizable person in the photo must also sign the entry blank or the photo will be disqualified. Prints must be no larger than 8 x 10 inches. You may enter more than one photograph, but each entry must be accompanied by an entry form or facsimilie thereof.
5. Entries will not be returned. Photos become the property of DISNEY NEWS, published by Walt Disney's Magic Kingdom Club, a division of Buena Vista Distribution Co., Inc. All winning entrants agree that Walt Disney Productions will have the sole and exclusive right to use the winning photographs in any and all publications at any time after announcing the winners.
6. All entries must be taken on or after January 1, 1985.
7. All entries must be postmarked no later than November 1, 1985.
8. All entries must be labeled with the photographer's name and address and those under 18 must submit a signed release from parent or guardian.
9. Decisions of the impartial panel of judges will be final.
10. All award winners will be notified no later than February 10, 1986.

DISNEY NEWS 1985 PHOTOGRAPHY CONTEST ENTRY FORM

Send to: **Photo Contest,** P.O. Box 4489, Anaheim, California 92803

Name________________ Age (if under 18)______

Address________________

City__________ State______ Zip______

Telephone Number________________

If one of my entries wins a prize, I agree to allow DISNEY NEWS or Walt Disney Productions to use it for publication and promotion. I certify with my signature that I am not a professional photographer or a teacher of photography.

Signature of Contestant________________

If contestant is under 18, Parent or Guardian Signature

I agree to the use of this photo in which I am recognizable, pursuant to the rules of the contest (Signature)________________

Shooting Location________________

Even the most starry-eyed and innocent guest must know that the Walt Disney World Vacation Kingdom doesn't run on magic alone. It may not be possible to see the innermost workings of every show and attraction, but just what makes the unique water, energy, trash collection, communications and transportation systems run as smoothly as they do is the subject of a new behind-the-scenes guest program, called *Innovations in Action.*

While "Innovations" is available only to groups of adults, it is not unlike the "Wonders of the World" series, the backstage programs designed for children. Both provide an insider's view, and both take guests to places no conventional ticket allows entry.

A typical seminar begins with a videotape presentation, offering some history, perspective, insights and statistics relating to the 27,443-acre site in Central Florida. When he purchased the property in 1964, Walt Disney said, "There's enough land here to hold all the ideas and plans we can possibly imagine." That's quite a statement from the man with one of the most inventive minds of our time.

Today Walt Disney World is, in effect, a city unto itself. More than 100 separate national organizations have recognized it for its design and development achievements, and the vast project has been called the most creative piece of urban planning in America.

So just what does make the Walt Disney World complex run? To find out, you'll have to head downstairs to the first floor of the Magic Kingdom. Nine acres of basement were constructed as the ground level of the park, and here visitors discover a mile-long network of corridors—called "utilidors"—that allow easy access to behind-the-scenes equipment such as air-conditioning units, heating ducts, and electrical and water support systems. Once the rooms and hallways in the basement were com-

continued on next page

INNOVATIONS IN ACTION

What goes on Behind-the-scenes at Walt Disney World

by **Wendy Spritzer**

Inside look at the Central Energy Plant

continued

pleted, 8 million cubic yards of fill taken from the excavation of the Seven Seas Lagoon were put on top of the utilidors. The Magic Kingdom was created as the second and third stories of a vast complex. Some offices, storage space, employee break areas, a sophisticated trash disposal system and wardrobe facilities are all tucked under the Magic Kingdom, and a brief look at the utilidors reveals a whole new dimension of activities.

AVAC, short for Automated Vacuum Assisted Collection System, is part of the utilidor network. It is a unique method of waste collection that makes it easy to get rid of the 70 tons of trash generated in the theme park each day. Every 15 minutes, garbage is drawn through 24 pneumatic tubes, at speeds of up to 60 miles an hour, to a central compactor station. That's the reason guests never see garbage trucks roaming the property.

Perhaps the most interesting part of the trip beneath the Magic Kingdom is the wardrobe facility, where costumes are designed, repaired, and issued to Disney cast members. (Guests will quickly learn that "cast member" is the preferred name for employees at Walt Disney World.) Familiar costumes in a wide range of sizes line hundreds of clothing racks. It's here that Mickey Mouse, Donald Duck, and Snow White and her Seven Dwarfs come alive as cast members, don their character raiment for the day and head out through the corridors to their assigned posts.

"I had a group of engineers from Tampa here for a seminar and I figured they would want to spend extra time at the energy plant or the telecommunications center. But they actually asked the most questions about, and seemed more interested in, the wardrobe area," recalls Beth Black, program designer.

Many of the groups participating in the innovations program are visiting Walt Disney World as conventioneers. General

Pre-parade in the Production Center

INNOVATIONS IN ACTION

What goes on Behind-the-scenes at Walt Disney World

Electric, Westinghouse, Burroughs Corporation, the National Association of Professional Engineers, The Coca Cola Company, Florida Power Corporation, the Council of Churches and Kraft are just a few of the hundreds of companies taking advantage of this unique opportunity.

"We will try to tailor the Innovations workshop to a special interest if it's possible," Ms. Black says. "Depending on the nature of the group, we will allot more or less time at one or more of the various behind-the-scenes stops. For example, if a group of people in the telecommunications field sign up for the program, a good deal of their time could be devoted to the Vista-United Telecommunications building."

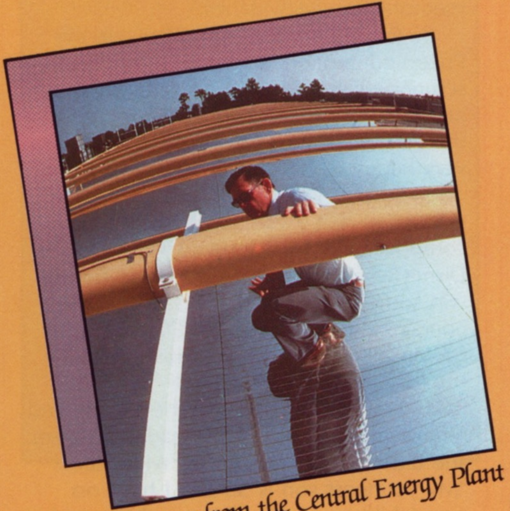
Vista-United is a unique partnership between the local telephone company and Disney Productions that has been responsible for such innovations as:

- the first 911 emergency system in Florida.
- the first installation of a commercial fiber optic system in the United States.
- the country's first totally electronic switching network.
- the first video display long distance operator system in the continental United States.

Vista-United is located in the northwestern corner of the Walt Disney World property, and here visitors can see the two satellite dishes that allow live broadcasts to be transmitted from the property and also make teleconferencing possible without the aid of an outside long distance company. Guests will also see the toll plaza where all long distance calls are processed. The advanced system allows anyone calling from the property to dial direct to any of more than 100 countries.

An equally fascinating place to explore is the Central Energy Plant, located behind the Magic Kingdom. This unique and sophisticated system monitors and controls the distribution of power across all the Walt Disney World property. You'll visit the control room where a line diagram shows the paths of energy generated from the plant. Two turbine jet engines provide 15 percent of the annual electrical needs and two-thirds of the heating and cooling needs of Walt Disney World. The engines also keep all systems functioning in the event of a power failure from the primary power source, Florida Power Corporation.

For those seminar participants looking for a short break from the more technical aspects of Walt Disney World, there's a visit to the production center, the area in back of the Magic Kingdom that serves as a rehearsal stage for parades and live entertainment. Depending on the time of day, participants might see performers from the Hoop Dee Do Revue readying their acts, or catch a glimpse of a parade float being placed in proper sequence before being driven off through the gates onto Main Street, U.S.A.


Monitor from the Central Energy Plant

Out in the farthest reaches of the Walt Disney World property, northwest of the Magic Kingdom and Epcot Center, are two other areas of considerable interest. In keeping with Walt Disney's desire to "test and demonstrate new materials and systems," the water hyacinth project was instituted in 1979. This undertaking was designed to determine the capacity of these unique acquatic plants to treat waste water and to test the potential for converting those wastes to methane gas. It's possible to visit the testing area where a quarter-acre of channels is filled with water hyacinths that filter solid wastes and absorb nitrogen and phosphorous through their roots. Test results have thus far been very positive; this system uses less than 50 percent of the energy needed to run a conventional treatment facility of comparable size.

The topiary garden filled with shrubs pruned into whimsical animal shapes, the vast tree farm and the nursery area also located in the same area as the hyacinth project. The spectacular landscaping at Walt Disney World and, in particular, the special trees and plants in Epcot Center, set down their first roots here. Even now there are trees visible, their bases wrapped in burlap, that are about to make their way to a new Walt Disney World home.

The seminar group never enters the public areas of the magic behind the magic. But once having strolled through the underground, the utilidors, and seen the inner workings at Walt Disney World, the next visit to the Magic Kingdom will include a whole new perspective—the insider's view.

Innovations in Action is open to organized groups of 15 or more at a cost of $35 per person. Since there is a good deal of technical material in the program, it is not recommended for those under 16 years of age. Transportation is provided throughout the seminar, and guests can be dropped off at any designated point on the Disney property at the conclusion of the program.

For additional information about Innovations in Action—and other seminars offered at Walt Disney World—contact Walt Disney World Seminar Productions; Box 40; Lake Buena Vista, FL 32830 (305-828-1500).

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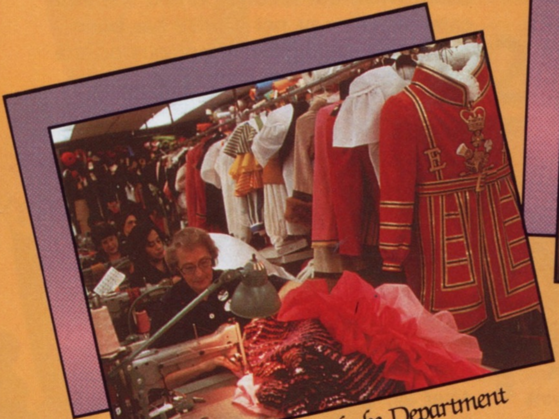
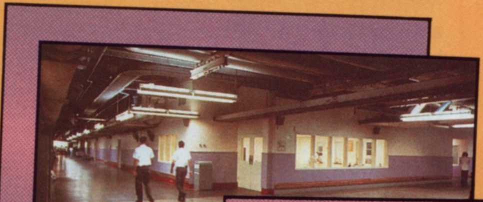
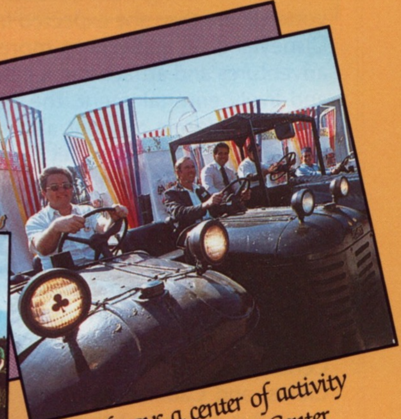

Our unique Wardrobe Department


Vast underground Utilidor System

Art of Topiary Landscaping


Always a center of activity the Production Center

TAKING HOME MORE THAN MEMORIES

Disneyland Celebrates its 30th Year with a $12 Million Prize Giveaway

by **Dave Fisher**

Laurel Nicewander stood bewildered and confused. She had brought a few friends to Disneyland and now, all of a sudden, people were crowding around her. Cameras flashed everywhere, and photographers told her to smile. A reporter held a microphone in front of her face and beckoned her to talk louder. A video camera recorded her every move. Backed into a corner of the Disneyland Main Gate, Nicewander finally found out what all the commotion was.

Laurel Nicewander is all smiles after winning a car from the Gift-Giver Extraordinaire Machine.

"I won a car!" she exclaimed in disbelief. "Oh, my God. I won a car. I've never won anything in my life. How did I do this? I'm shaking so bad I can't believe it. This is wonderful. Oh, thank you." And with that, Nicewander put her arms around Disneyland Operations Manager Bob Gault and kissed him on the cheek.

Sure enough, Laurel Nicewander had gotten more than she expected from a day at Disneyland. In addition to more than 50 adventures and attractions, a colorful parade and lively entertainment, the Redondo Beach, California resident also received a brand new 1985 Chevrolet Cavalier.

Nicewander is not alone, though. This scene is repeated almost every day as Disneyland celebrates its 30th Anniversary with a yearlong $12 million prize giveaway. In all, the world-famous Southern California theme park will give away nearly 400 new GM automobiles in 1985, including Buick Century Custom Sedans, Oldsmobile Cutlass Cieras, and Cadillac Sedan de Villes.

But cars aren't the only prizes being awarded. Approximately 400,000 other guests will walk away with Disneyland Passports, Mickey and Minnie plush toy collections, and 30th Anniversary commemorative wristwatches.

Patsy Donehoo stood outside the Prize Redemption Center in Town Square, scrutinizing the Disneyland Passport she'd just won. "Sure, I would have preferred the car," she said matter-of-factly. "But I'm very happy to have won this."

Surprisingly enough, not everyone wanted to win a car. Elizabeth Pierce of Lompoc, California came away with a free Disneyland Passport. "I wanted so bad to win something today," she said, barely containing her enthusiasm. Did she want to win a car? "No, I really wanted to win the Mickey and Minnie."

Mabel Cable did win the Mickey and Minnie plush toys, but she had a problem: she didn't know what to do with them. "My youngest son is 30 and I have no grandchildren to give them to," she said, mulling over her lack of options. "I suppose I'll just put them in my living room so the neighbor children will have something to play with when they come over."

Sandi Grinker also won a set of Mickey and Minnie plush toys, but she was faced with a different dilemma. "I'm not getting either of these," she said with a look of resignation. "My son and daughter have already claimed them." Her son, Phil, planned to give the Minnie plush to his girlfriend; her daughter, Debbie, had seized the Mickey and was cradling it with a death grip.

"I'm just happy they're happy," Grinker said.

Also happy was Kelly Carder, as he proudly displayed his new 30th Anniversary commemorative wristwatch. "Actually, my daughter Jennifer won it," Carder admitted, "But she's too young so my wife let me have it."

Three-year-old Jennifer, meanwhile, was content to chew on the winning ticket, unaware that it was her luck that brought them the wristwatch in the first place.

So how are all these people winning all these fabulous prizes? They're getting them from the Gift-Giver Extraordinaire Machine, a $2.2 million contraption that adorns the Disneyland Main Entrance. Here's how it works:

Because 1985 is the 30th Anniversary of Disneyland, every 30th guest who enters "The Happiest Place on Earth" this year wins a Disneyland Unlimited Use Passport good for complimentary admission to the Park on a return visit; every 300th guest receives a set of Mickey and Minnie 20" plush toys; every 3,000th guest gets a limited-edition 30th Anniversary commemorative wristwatch; every 30,000th guest takes home a 1985 Pontiac Sunbird LE or a Chevrolet Cavalier CS four-door Sedan; every 300,000th guest is awarded a 1985 Buick Century Custom Sedan or an Oldsmobile Cutlass Ciera LS Sedan; and every 3,000,000th guest wins the grand prize, a brand new 1985 Cadillac Sedan de Ville valued at $25,000.*

To count visitors as they file into Disneyland, "Imagineers" from WED Enterprises, the design and engineering arm of Walt Disney Productions, built a sophisticated computer system called the Gift-Giver Extraordinaire Machine. The machine, which resembles a calliope, stretches the length of the Disneyland Main Entrance.

As each guest comes through a turnstile at the Disneyland Main Gate, a box-like device topped by a red light prints out a game ticket, which is then given to the guest. The first printed line of the ticket lists what number the guest is in the total count while the second printed line indicates whether or not a prize has been won. Anytime a number appears on the second line, the red light flashes at the turnstile and the guest has won a prize. If the number is "30," the guest receives a Disneyland Passport; if it's "300," the guest wins the plush toy collection; and so on. If a guest has not won anything, the second line of the ticket is imprinted with "Sorry—No Win."

The nice thing about the Gift-Giver Extraordinaire Machine, though, is that although some people come out empty-handed, there are never really any losers. After all, at least everyone still has a fun-filled day at Disneyland to look forward to. And that's something no one ever forgets.

GM is sponsoring the Disneyland 30th Year Celebration with an automobile showcase at Disneyland.

GM Joins The Celebration

As visitors to Disneyland step off the parking lot trams that have whisked them from their cars to the Main Entrance Mall, they are confronted by a series of tent-like structures festooned with gaily decorated pronouncements of the Disneyland 30th Year Celebration, brightly colored flags and banners, festive canopies—and brand new 1985 GM automobiles.

Now what, many a guest has asked, are GM cars doing at the Main Entrance to Disneyland?

The answer is simple enough. GM is a sponsor of the Disneyland 30th Year Celebration and it is GM cars that Disneyland is giving away to every 30,000th guest.

The GM Showcase, as the exhibit is called, features the five GM cars awarded by the Gift-Giver Extraordinaire Machine, as well as other popular models built and sold by the Detroit automaker.

Visitors to the showcase can examine the automobiles, sit in the driver's seat, and ask questions of a GM representative. Plus, guests can fill out a request card and receive a free full-color, 28-page road atlas that contains maps of all 50 states, as well as highlights of Canada and Mexico.

So, if you come to Disneyland and you don't win a car, at least you can stop by the GM Showcase and dream about the car you'd like to own.

Tom Frazier checks out the Pontiac 2000 Sunbird LE he won in the Disneyland 30th Year Celebration.

He Came To Win

Annual Passport holder Tom Frazier was going to Disneyland to win a car. That's what he jokingly told his parents as he left home for an evening in "The Happiest Place on Earth." But it was no joke.

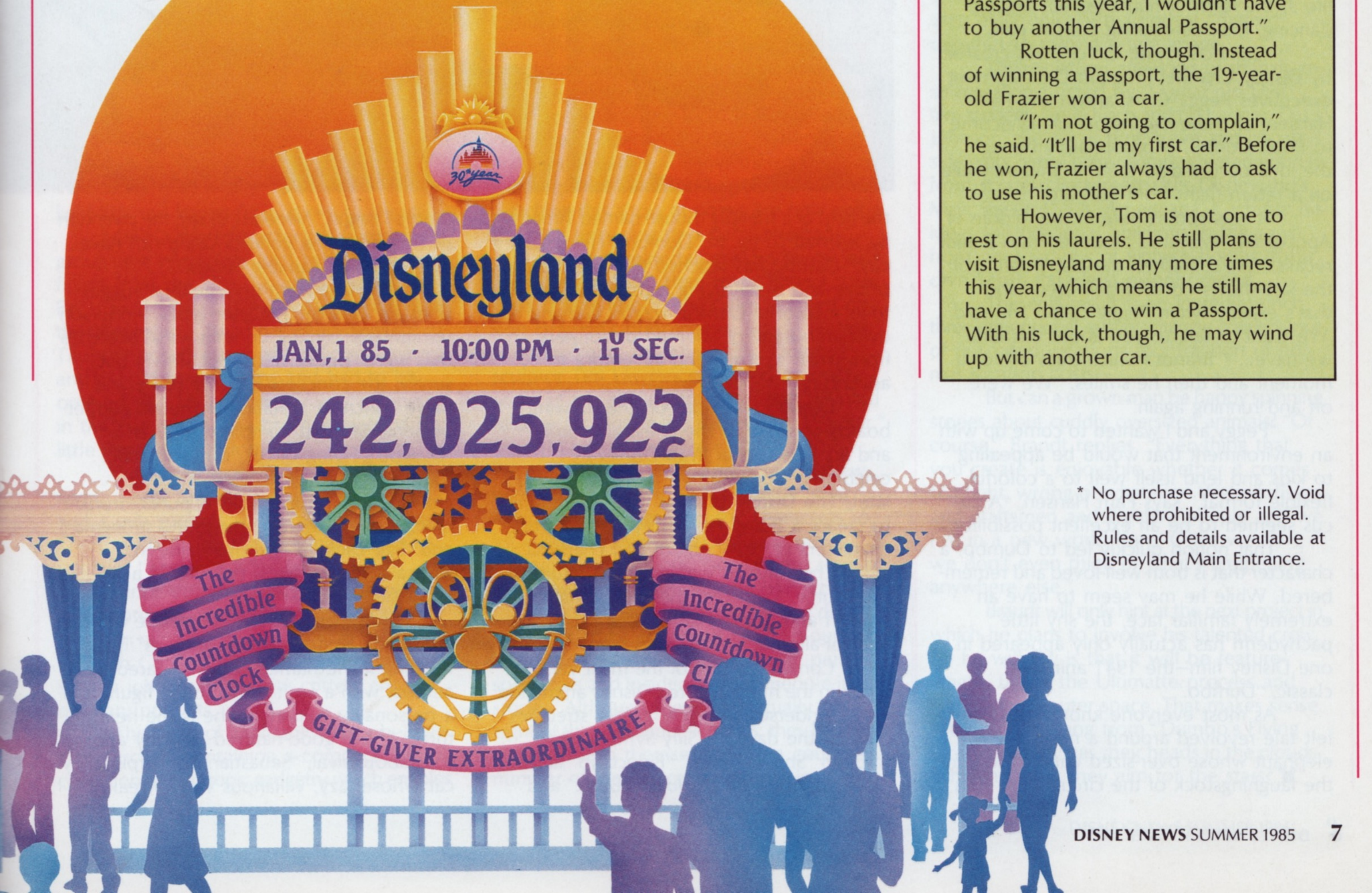
When Frazier walked through the Gift-Giver Extraordinaire Machine at the Disneyland Main Entrance that night, he won a brand new 1985 Pontiac Sunbird.

"I couldn't believe it," said Frazier, who comes to the Park four or five times a month to see the parades and listen to Papa Doo Run Run and Krash. "I really wanted to win a Passport. I thought if I won enough Passports this year, I wouldn't have to buy another Annual Passport."

Rotten luck, though. Instead of winning a Passport, the 19-year-old Frazier won a car.

"I'm not going to complain," he said. "It'll be my first car." Before he won, Frazier always had to ask to use his mother's car.

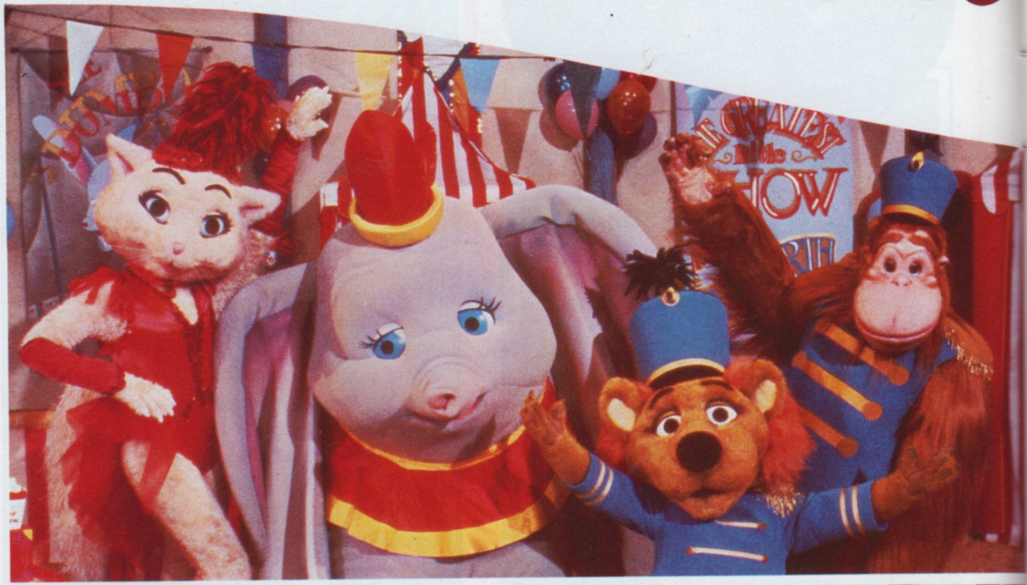
However, Tom is not one to rest on his laurels. He still plans to visit Disneyland many more times this year, which means he still may have a chance to win a Passport. With his luck, though, he may wind up with another car.



30th year
Disneyland
JAN,1 85 · 10:00 PM · 11 SEC.
242,025,925
The Incredible Countdown Clock
The Incredible Countdown Clock
GIFT-GIVER EXTRAORDINAIRE

* No purchase necessary. Void where prohibited or illegal. Rules and details available at Disneyland Main Entrance.

Dumbo's flying high on The



They're at it again.

Somehow creating 120 episodes of one of The Disney Channel's highest-rated programs, "Welcome to Pooh Corner," just wasn't enough. Somehow winning a prestigious Action for Children's Television (ACT) Award for excellence in children's programming was only the beginning. But whatever the reason for this fascination with great big fuzzy characters, the people behind "Pooh Corner" have taken off in a new direction...literally.

Introducing "Dumbo's Flying Circus," the latest, brightest new series to soar into the spotlight of innovative children's television and state-of-the-art puppetronics. The 30-minute program made its debut the first week in April on The Disney Channel, and stars the world's most famous flying baby elephant—uh, make that the world's ONLY famous flying baby elephant—plus a host of brand new original characters never seen before. All of them come to life in the form of human-sized, singing, dancing, mischief-making puppet pals.

"Dumbo's Flying Circus" was created by Disney Channel Program Development executives Peggy Christianson and Pam Hansen, also the originators of "Welcome to Pooh Corner." Appropriately enough, the idea occurred to them in mid-air while on a return flight from Toronto.

"It was somewhere in the middle of April of '84," executive producer Frank Brandt recalls. "We'd finished the last 'Pooh,' got the last shows cut and delivered...and that's exactly when Peggy called and said, 'We want to talk to you about this idea we have...' " Brandt's voice trails off for a moment and then he smiles. "We were off and running again."

"Peggy and I wanted to come up with an environment that would be appealing to kids and lend itself well to a colorful, flexible format," says Pam Hansen. "A circus seemed to be an excellent possibility."

That notion quickly led to Dumbo, a character that is both well-loved and remembered. While he may seem to have an extremely familiar face, the shy little pachyderm has actually only appeared in one Disney film—the 1941 animated classic, "Dumbo."

As most everyone knows, this heartfelt tale revolved around a misfit baby elephant whose over-sized ears made him the laughingstock of the circus until, with the help of a friendly mouse named Timothy, he learned to fly. In "Dumbo's Flying Circus," Dumbo has reached the ripe old age of five and is still flying high. But now he tows a colorful carnival wagon carrying his own entourage of talented performers from town to town and adventure to adventure.

Dumbo was born on the drawing boards of some of the finest animators and art directors in Walt Disney's celebrated studio family. Now, forty years later, The Disney Channel was attempting to create a brand new array of co-starring characters of equal charm and charisma.

The solution was obvious—return to the source. With that thought in mind, Hansen and Christianson called on Walt's "jack-of-all-trades," Ken Anderson.

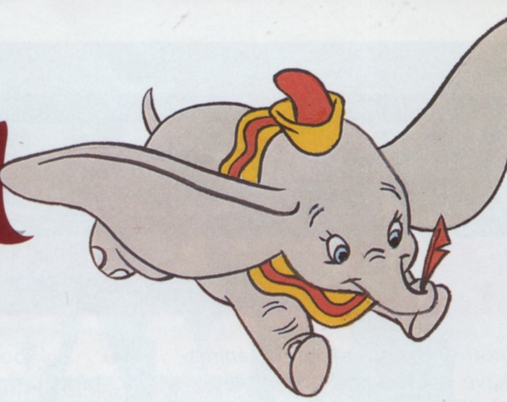
Considered one of the most versatile artists in the high-powered Disney animation force, Anderson's 50-year career stretches back to the days of "Silly Symphonies" through "Snow White," "Pinocchio" and "Fantasia" right up to "Jungle Book" and "Pete's Dragon." Needless to say, the invention of Dumbo's new cohorts could not have been in more capable hands.

Working from only general suggestions for various character types, Anderson remembers coming up with initial sketches that were "pretty wild." But slowly but surely, the concepts became more and more concrete, resulting in the six puppet personalities that complete the cast of "Dumbo's Flying Circus." They include: "Barnaby" the dog, a bumbling circus clown; "Q.T.," a loveable, if punch-drunk orangutan who serves as the show's strongman; and "Fair Dinkum" (whose name in Australia means "wish you well"), a tiny koala bear ringmaster.

No series would be complete without a dazzling leading lady. "Dumbo's" is a fetching feline named "Lilly," a daredevil aerialist with a svelte Jane Fonda figure and a personality to match. She is the heartthrob of the good-natured Barnaby and his roustabout rival, "Sebastian," a purple alley cat whose lazy, villianous ways wreak

Disney Channel

by **Bobbi Dorsch**



light-hearted havoc from show to show.

One Dumbo character is absent from the group—the elephant's best friend and confidant from the film, Timothy the mouse. Because of the vast difference in size between the mouse and the other characters, Timothy posed extremely difficult filming and animation problems and had to be omitted. But his personality was retained in the personage of a brash, streetsmart little lion named "Lionel."

But where do these ideas for characters spring from? Anderson pauses a moment and a grin spreads across his face. "Sorry. There is no recipe for creating characters... not that I know of anyway!"

Once the sketches were completed and approved, work began on the construction of the costumes. As with "Welcome to Pooh Corner," this was no ordinary sewing job because these critters are no ordinary puppets.

The head of each animal is a helmet-like structure containing a complicated collection of electronic gadgetry which enables the actor or actress inside to create a wide range of facial expressions. The eyes move and blink, the eyebrows arch and the noses wrinkle. Dumbo is even equipped with a joystick that operates his trunk, plus special controls that allow him to wiggle his ears.

Making the characters speak is also a fascinatingly complex process. All seven of the voices are pre-recorded long before the cameras start to roll. Then with the aid of a special electronic audio process, each voice is separated from the others by tone onto an individual track of an 8-track band.

This is necessary because each puppet costume is equipped with a receiver tuned to pick up only one specific frequency (roughly along the lines of a ham radio outfit). A transmitter on the set then transmits all seven tracks on seven separate frequencies to the stage, automatically activating the correct character's mouth on the proper line.

Pulling all these elements together required a crew of sculptors, engineers and costumers coordinated by character designer Cammela Henneman.

"My biggest concern was that the characters would be able to do everything that the scriptwriters and the directors wanted them to do and not look like people in costumes," Henneman says. "When you're at a theme park you know there's a person inside of that suit. But, hopefully, little kids watching this show at home are only going to see a furry dog or a baby elephant."

Having created numerous theme park characters herself, Henneman knows what she's talking about. She's also worked on Ron Howard's new science fiction fantasy, "Cocoon" and, together with "Dumbo" sculptor Tim Lawrence, helped to create some of the chilling creatures that haunted Michael Jackson in the rock video, "Thriller."

Working six days a week, 10-12 hours a day or longer, Henneman's crew was determined to reflect exactly what Ken Anderson intended the characters to look like. "They're not just costumes," Henneman points out, "they're the stars of the show, so they had to be perfect."

Like any other circus, this one draws a crowd—a crazy collection of hand puppets that serves as audience members, parade spectators and incidental townspeople in the stories. Although there are actually only eight of these Muppet-like toys, they have the ability to turn themselves into a countless number of funny faces due to an ingenious selection of interchangeable eyes, noses, mouths, ears, hairpieces and wardrobe.

"We have more fun with the puppets," says costumer Kristin Nelson. "And they're not always just set dressing, either. They help the characters out of tight spots, broaden the show. Puppets have lines. And sometimes," Nelson holds up a pair of legs wearing tennis shoes for an upcoming show which calls for a puppet to ride a scooter, "...sometimes puppets have feet."

The characters completed, the last step was to create a setting for their adventures to unfold. For this job, "Dumbo's" producers drew from experience on "Welcome to Pooh Corner" and employed the Ultimatte system once again.

This four-camera video process involves taping the "Dumbo" characters on a bare stage against a vivid green background using only hand props and minor set pieces such as tables and chairs. The backgrounds are actually beautifully detailed miniatures which are photographed separately and then electronically married or "matted" together to form a single image.

The miniatures are works of art in themselves. Constructed by 22-year-old USC film student, Steve Koch and his partner, Dave Johnson, the circus tent, town and countryside "sets" were painstakingly created entirely from scratch. Patterned after Disneyland's Main Street, U.S.A. Americana, Koch got his ideas for individual buildings in the town from photographs of vintage homes in his own South Pasadena neighborhood.

The end result is an incredibly rich, three-dimensional quality with the convenience of unlimited locations at a fraction of normal location costs.

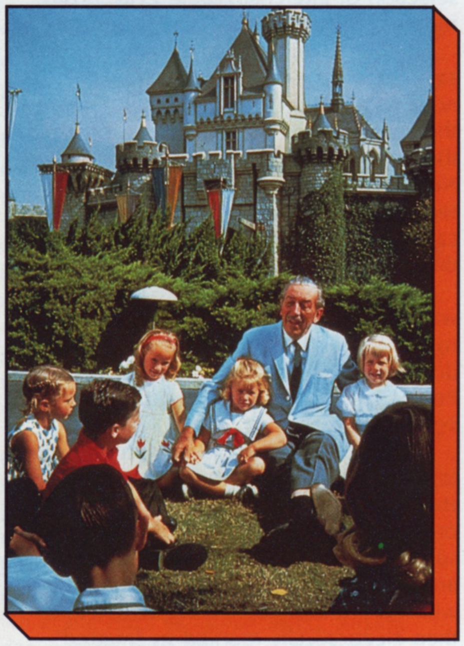
But can a grown man be happy spinning stories about cuddly oversized animals? "Of course," Brandt replies. "Everything that you create is enjoyable whether it comes out right, wrong or whatever. We're artisans and craftsmen and creative people and we live in a new world here. Once we start, we don't even think of what's happening anywhere else."

Brandt will only hint at the next project in which he plans to involve his talented crew. All he will say is that it will be feature-length, utilize the Ultimatte process and take place in outer space. That makes sense. After all, the gang from "Dumbo's Flying Circus" already has their heads in the clouds. Why shouldn't they aim for the stars?

DISNEYLAND DIARY

(Part Two) by Les Perkins

It's just another dimension in the animation we have been doing all our life.
—Walt Disney on *Audio-Animatronics*



From opening day, July 17, 1955, through the next several years, Walt Disney's dream project, DISNEYLAND Park, grew by leaps and bounds.

Encouraged by the immediate success of this unique outdoor entertainment world, Walt improved and expanded his showplace in every way he could.

By 1962, the number of Disneyland attractions had more than doubled those on opening day. And to paraphrase Al Jolson in the first talking picture, 'Folks, you ain't seen nothin' yet!' For in 1963, Walt opened his first completely *Audio-Animatronics* show at Disneyland. It was a quantum leap forward in the kind of sensational, new experience Walt was trying to bring to his Disneyland guests.

The Story of Audio-Animatronics

"It's sound and animation through electronics. It's opened a whole new door for us."
– Walt Disney

Shortly after Disneyland opened, Walt brought in an intricate mechanical singing bird to his WED design team. He had purchased the musical antique, made in France, for his wife Lilly. "Look at that," he said, as the metal bird chirped and delicately flapped its wing and turned its head. "If they can do that, think of what *we* can do!"

Soon, three-dimensional character birds proposed for the "Enchanted Tiki Room" began to appear as models on the work table of designer Harriet Burns.

Harriet, who created the "skins" for the birds explained, "At first, Walt sent in bird skins from the Amazon, but they looked stuffed. We knew then that our birds had to be more fanciful.

"I tried a variety of materials that would stretch and be flexible enough. Walt said, 'Our birds will move better than Lilly's bird. Ours will breathe!' There were a lot of new stretchable fabrics becoming available at that time—nylons, latex—and I tried them all. Women's girdles—everything!"

"And then one day, I noticed the material of Walt's sweater that he always wore; sort of a brushed wool with knit backing, and I tried that. You know, there was nothing to go by in those days. None of this had ever been done before.

"So, anyway, I did this rough mock-up with one of the birds the machine shop had done. It was supposed to be just a step towards the finished product, but the fabric lasted for over 44,000 tests. So that's what we used."

Due to advancements in "space-age electronics," the programming and playback capabilities that Walt had been seeking became feasible. So, in 1963, an amazing tropical musical revue premiered in Adventureland. The Enchanted Tiki Room features an entire production stored on magnetic tape through the Disney-designed system called *Audio-Animatronics*. Walt brought the animators' craft to life in a three-dimensional full-scale form.

While all this was happening, Walt was busy planning the next giant step forward.

Disney Goes To The Fair

Walt had an idea for Disneyland of a Chinese restaurant where a full-sized *Audio-Animatronics* philosopher would talk to guests.

For years they tried to develop a believable, flexible skin for a "talking head" mechanism they had created. Before the Chinese man was finished, however, Walt shifted the activities to an idea for a "Hall of Presidents" to be located in an area called Liberty Square.

The first figure in production was Abraham Lincoln. There were many attempts and many failures. And then something developed in New York that paved the way to success in Burbank.

One of the biggest World's Fairs ever was being planned to open in New York to showcase the best from American industry.

Walt Disney decided that his design team at WED was ready to take the skills learned from their experience with Disneyland and improve upon them by creating spectacular shows for the fair.

Ultimately, the Disney team created four shows for the New York World's Fair 1964/1965. After the fair, all the shows, in total or in part, found a home at Disneyland.

Progressland

An early expansion of Disneyland called Edison Square was planned for the northeast end of Main Street although it never materialized, a show for General Electric that expanded upon this concept did happen at the fair.

It was called the "Carousel of Progress," and stands as one of the most popular shows ever created by Disney.

In each of four acts, audiences "revolved" into the home of an American (*Audio-Animatronics*) family, in roughly 20-year intervals, to see the changes electricity made upon their lives. In 1967, a second generation show premiered at Disneyland.

continued on page 12

DISNEY'S HALL OF FAME BISQUE BELLS

Walt Disney's wizardry endowed each one of his characters with its own distinctive personality and appeal – the feisty Donald, the ever-popular Mickey, the fun-loving Goofy and others.

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DISNEYLAND DIARY

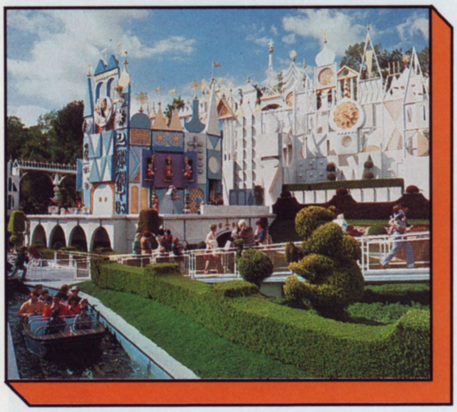
continued from page 10

"Great Moments with Mr. Lincoln"

While World Fair President Robert Moses was touring the WED "imagineering" departments, Walt showed him the Abraham Lincoln figure being planned for Disneyland. Moses became ecstatic. He contacted the State of Illinois and convinced them to have Disney create a show for their pavilion.

WED designers worked at a breakneck pace to solve the "unsolvable" problems for creating such a realistic figure as Abraham Lincoln. Almost unbelievably, despite a delayed premiere, the life-like figure of Lincoln did indeed rise from his chair and deliver, "in his own words," a message for all time to astonished fair visitors.

An improved version opened in the Disneyland Opera House in 1965, while the New York show was still running. *(At the end of 1984, the entire show was reworked and re-animated, using the latest state-of-the-art* Audio-Animatronics *technology and is astonishing audiences all over again. Comments such as, "Isn't that a real actor?" are not uncommon.)*



It's A Small World

The fourth Disney fair show was developed for Pepsi-Cola and UNICEF. "It's A Small World" was conceived, created and installed in just less than one year. It was regarded by most critics as the most charming attraction at the fair.

The pivotal point of the show was to be a catchy song that, as Walt told composers Richard and Robert Sherman, "is universal, that can be sung in any language, with any type of instrumentation, simultaneously."

Today, it is still one of the favorite attractions at Disney "entertainment worlds." Guests board a boat for a happy musical revue presented by child-like *Audio-Animatronics* figures whose message reminds us, "There is just one moon and one golden sun, and a smile means friendship to everyone."

"Yo, Ho, Ho, Space Pilots!"

While the foregoing major attractions were being added to Disneyland, many existing attractions were getting a "face lift."

In 1964, the "Jungle Cruise" was improved. The most notable change was the addition of the African Veldt region, and around the bend, a Trapped Safari.

The "below deck" of the Sailing Ship Columbia was enhanced by recreating the living quarters of 18th century American seafarers.

In 1966, the first "new land" opened and quickly became one of the most popular places in Disneyland. New Orleans Square opened with a host of quaint, genteel shops themed to an era gone by of the French Quarter of that popular Louisiana town.

This land was created in preparation for the biggest, most sensational Disneyland attraction to date—"Pirates of the Caribbean."

Sadly, Walt Disney did not live to see the February, 1967 debut of Pirates of the Caribbean, for he died two months prior to the unveiling.

But Walt's legacy and his dreams live on. And in 1967, another of his dreams came true, with the complete renovation of Tomorrowland. He had always felt this land fell short of its potential, due to the 1955 budget restrictions and tight deadline.

In the late summer of 1966, Tomorrowland had closed completely but in less than a year it became the first re-designed land at Disneyland.

The new Tomorrowland was (and is) graced on both sides of the central corridor by a colorful tile mosaic designed by artist Mary Blair, who contributed her talents to "It's A Small World" and several Disney animated films.

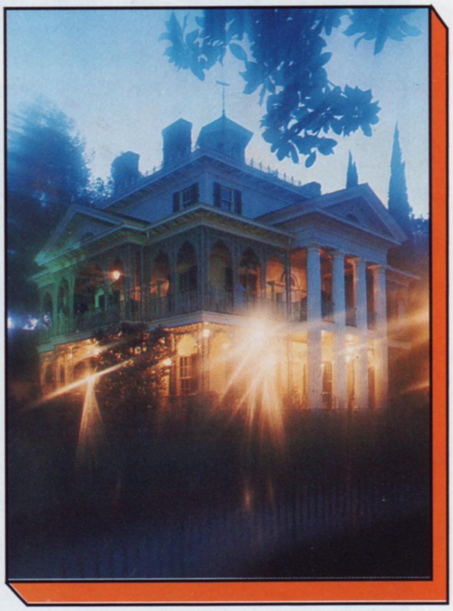
Attractions included the PeopleMover, Carousel of Progress, Adventure Thru Inner Space, a new *Circle-Vision* motion picture *America the Beautiful*, and modernization of "Flight to the Moon" (previously Rocket to the Moon) and the Rocket Jets (previously Astro Jets).

Things That Go Bump In The Night

In 1969, after much anticipation, 999 ghosts were at long last gathered from around the world to inhabit the "Haunted Mansion" in New Orleans Square. Though the exterior of the attraction was completed in 1963, the house lay "vacant" for many years.

Plans for some sort of a haunted house actually appeared on the 1957 Disneyland Souvenir Map (drawn by artist Sam McKim). The eerie abode was to be tucked into a corner of Frontierland.

Ken Anderson created an ominous-looking rendering in 1959 that is very close to how the mansion's facade was actually built. A show which offered a "host ghost with the most" providing a tour of this sea captain's dilapidated home was "mocked-up" (temporarily created in full-scale) at the Studio around 1962.



Ken recalls that he sensed Walt had concern about the limited movement of guests through that version of the show and whether it promised enough repeat enjoyment. Probably because the New York Fair projects were becoming so active, Walt waited before pursuing the Haunted Mansion idea any further.

With the development of the "Omnimover" vehicle-system created for Adventure Thru Inner Space and advancements in *Audio-Animatronics* technology, designers where able to work out the guest flow problems and embellish their earlier ideas. And so, the Haunted Mansion "opened its crypts" August 9, 1969.

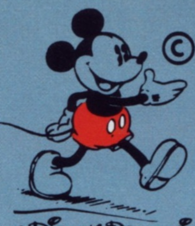
Trivia buffs will be interested to know that the organ featured in the enchanted ballroom scene, was transplanted from the "20,000 Leagues Under the Seas" attraction.

1971: 100 Million Smiles

Thursday, June 17, 1971, at 11:13 a.m. Disneyland welcomed Miss Valerie Suldo of New Brunswick, New Jersey—Disneyland's 100 millionth guest. The park featured a summer entertainment spectacular.

This year—1985—Disneyland welcomes its 250 millionth guest! And Disneyland is celebrating all year long, with a prize for every 30th guest, including a General Motors car for every 30,000th visitor.

Disneyland is still growing and getting better each year. In our next issue, we'll bring our *Disneyland Diary* up to date as well as gaze a bit into the future of "The Happiest Place on Earth."



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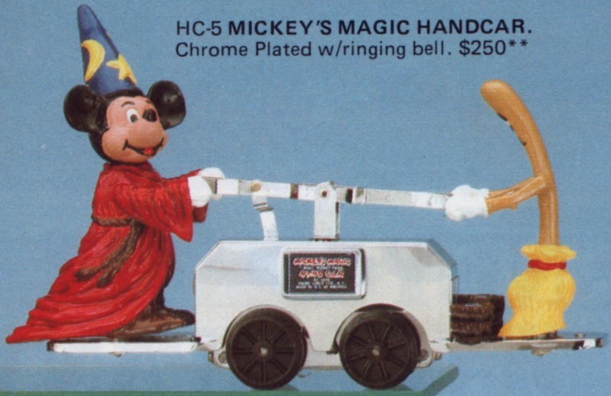

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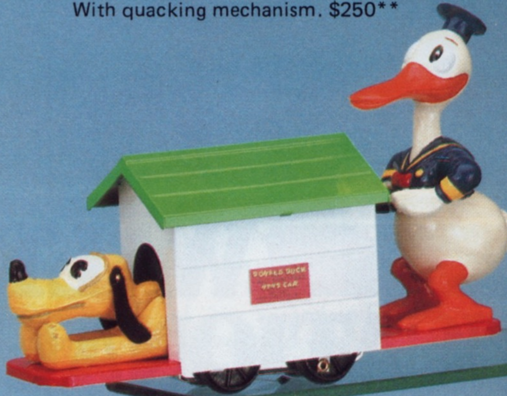

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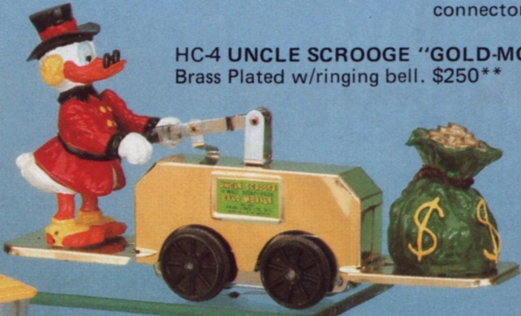

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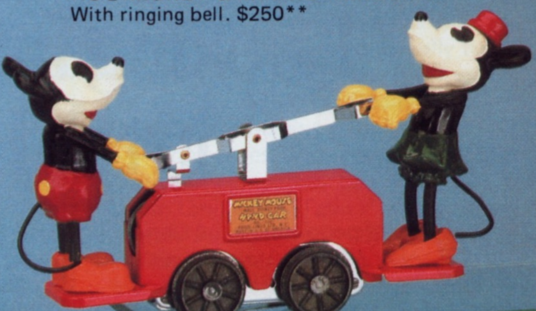

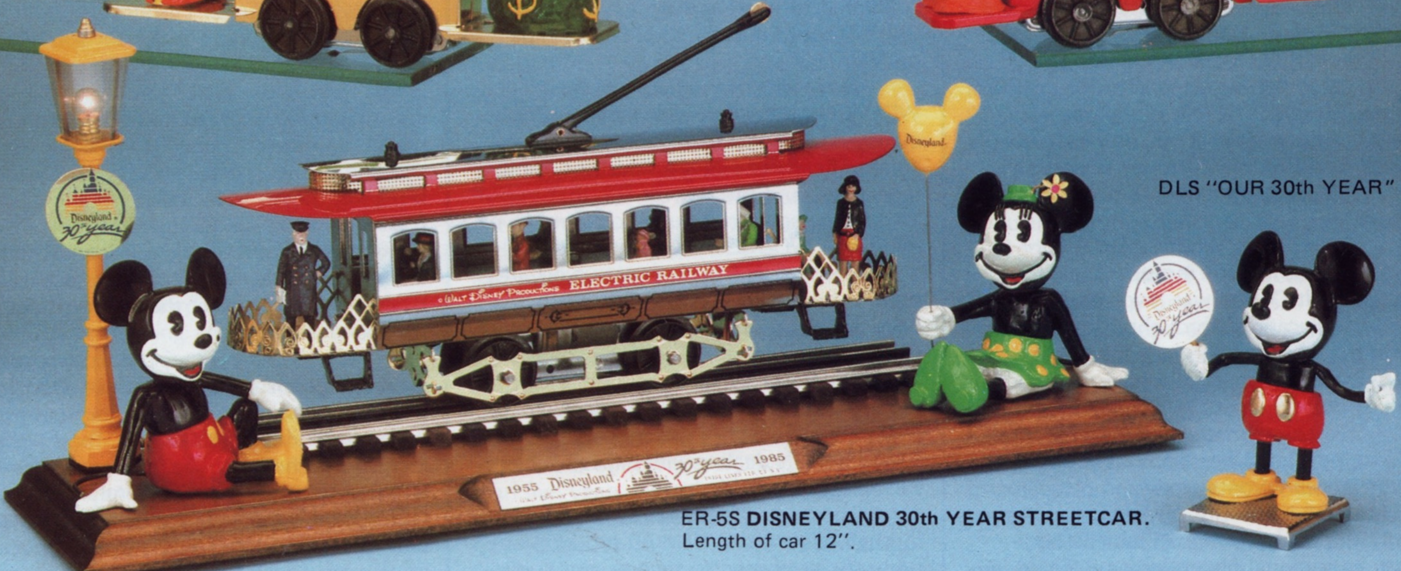
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Looking Into Disney's Involvement in the Field of Education

by **Ellen Voelckers**

A lot of people think the Disney phenomenon started with a lovable little character named Mickey Mouse. Actually, it all began with a tooth. In 1922 Walt Disney formed a company in Kansas City called, "Laugh-O-Gram Pictures." His first client was a local dentist who wanted a picture on dental health and the result was an educational film Walt produced titled, "Tommy Tucker's Tooth."

Even before the first sketches of the world's most famous mouse appeared on paper, Walt Disney was involved in the field of education. Throughout the years, Walt has continued to influence people of all ages with knowledge, respect for human values and the curiosity to learn.

His commitment to providing entertaining education has been apparent in some of our favorite television programs such as the "True Life Adventure" series and "The Mickey Mouse Club." In addition, educational films such as "Donald in Mathmagic Land" and "I'm No Fool With Safety," along with theme parks such as Disneyland and EPCOT Center are also examples of high-quality, timeless teaching vehicles that make learning fun.

In 1952, Walt Disney Productions formed a film division for the specific purpose of distributing 16mm films for non-theatrical use. Responding to a great demand for educational Disney products, this division continued to grow and later became, "Walt Disney Educational Media Company" or, WDEMCO.

Now, with over 30 years of experience, WDEMCO produces a wide variety of high-quality educational materials consisting of 16mm films, video tapes, filmstrips, multimedia kits, and the newest line that began in 1982, personal computer software. Over the years, WDEMCO has generated an extensive product line covering subject areas such as Language Arts, Science, Math, Physical Education, Safety, Social Studies, Guidance and Health. The company has established an excellent reputation for presenting information in clear, understandable ways, using humor to enhance learning, and sensitively dealing with difficult subjects such as sexual child abuse.

The audience ranges from preschool through adult and WDEMCO products are primarily distributed to schools and public libraries across the United States and around the world. These products are also used in fire and police departments as well as health, government, community agencies and business industry. Overall, some 400,000 WDEMCO films and a half million filmstrips have helped to educate millions upon millions of people of all ages.

Located at various sites at the Disney Studio in Burbank, California, WDEMCO is part of the Consumer Products Division of Walt Disney Productions. Under the direction of Barton "Bo" Boyd, Consumer Products is responsible for handling everything from plush character toys, to clothing, records, books, and merchandise tie-ins at major sporting events. Today, this division represents more than $100 million in annual revenues, and recently agreed to an exciting multi-faceted television, merchandising and character licensing project with Hasbro Bradley, one of the nation's largest toy manufacturers.

As with many Disney products, popular characters such as Mickey Mouse, Donald Duck, Goofy and Winnie the Pooh are frequently used in WDEMCO media. These highly-identifiable characters help to cross race and age barriers and consistently present educational subjects in appealing formats. One of the most requested Disney educational films today is, "Winnie the Pooh Discovers the Seasons." Aimed at primary grades, this colorful animated film covers animal behavior, hibernation, temperature and weather patterns in a captivating and amusing way.

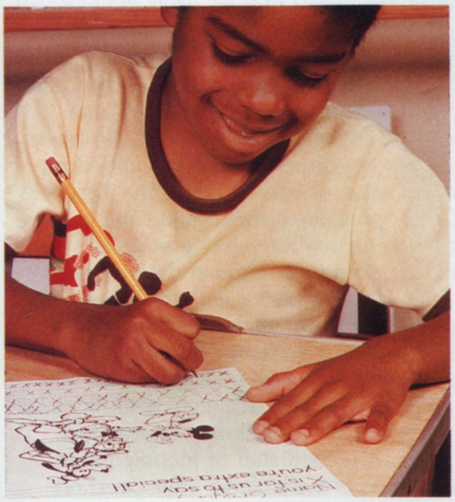
Like the Motion Picture Division, or the Disney Channel, WDEMCO operates as an independent production company. Rich

Boehning, Vice President of Institutional Media, explained, "WDEMCO is a self-contained operation and I think we're unique. We come up with an idea, we research the idea, we produce the idea and then we turn around and sell the product. Essentially, we're our own small business."

Specifically, WDEMCO is made up of six major departments. "Product Development," consisting of the film, print and computer divisions, is the main creative arm of the company. It develops and produces all of the educational media from original concepts through finished products.

After the products are created, "Operations" takes over. This department is responsible for manufacturing, housing and distributing nearly all of the WDEMCO products.

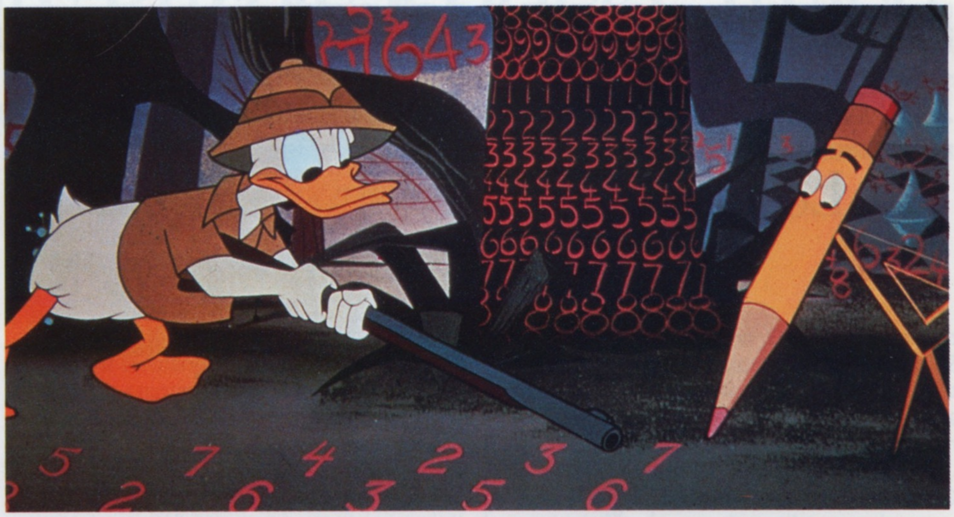
Understanding the WDEMCO audience and getting the message out about the products is the job of "Marketing." This department is singularly responsible for advertising and promoting the WDEMCO product line. In fact, more than one and one-half million catalogs and direct mail pieces are mailed each year to all the educational institutions across the country.



"Creative Services" functions as WDEMCO's own mini-advertising agency with a team of coordinators, copywriters and artists designing and producing everything from press kits to posters.

The "Sales" team, consisting of 17 Sales Representatives located around the country, calls on schools, public libraries, film libraries, and colleges. The sales force consults directly with educators and media specialists to stay up-to-date on the educational market and to find out what new products are needed.

"Customer Service" is the company's central communications link to the public. Each year this department handles about 36,000 phone calls and 20,000 letters from customers with concerns, questions and praise about the products.



Harriet Lieban, Marketing Manager, feels these six departments have a special relationship in that they all work together as a team. "In our business we take a product from concept to classroom. Educational media attracts creative and bright people, so it's easy to attain the cooperation of everyone, from Product Development through Sales."

Each year, WDEMCO staff producers sit down with Marketing and Sales to brainstorm and determine what projects will be on the horizon for the following year. Sallie Zemlin-Kisor, Manager of Product Development for film/video, filmstrips and print explained, "Every product has a different genesis, and all our work is collaborative. Maybe you read the trades and something strikes a chord. Maybe one of our sales representatives suggests doing a certain film. We are also influenced by educational trends and 'hot topics.' We just completed a film on child molestation. This has been the hottest topic for over a year now, so that idea came from the mass media."

After ideas are selected to be produced in an array of formats, Zemlin-Kisor assigns her staff producers individual projects. Producers then hire outside researchers who gather important content and curriculum information. After the research is completed, a script writer is hired and finally, the producer hires an independent production company. Together, they cast, shoot, edit and score the film.

Sometimes ideas for products come from unexpected places. Last year Peter Sauers, a producer for WDEMCO for more than five years, completed a live-action film titled, "Ethics in the Computer Age." Geared for 7th to 10th grade students, the film tackles the subjects of software piracy, (the unlawful duplication of software disks), and computer hacking (the illegal entry into private computer networks).

Originally, the idea for this film came from the Epcot Center sponsor for Spaceship Earth, AT&T. AT&T wanted a film on ethics in the information age. Sauers worked for months with computer engineers, educators, software company executives and even high school computer hackers to determine what topics should be covered and to make certain that technical information was contemporary and accurate.

Sauers said, "Working on 'Ethics' was just one of my creative experiences at WDEMCO. As with other films, I enjoyed being involved in each phase of the project." He also added, "I continually have the feeling that we're creating something with inherent value. You really feel as though you're helping people."

Sometimes, films come from outside production companies. Last year, the film, "China: Land of My Father" was acquired. Targeted for students in 7th to 12th grades, this film is presented from the point-of-view of Felicia Lowe, a Chinese-American media journalist. In a highly personal and candid way, it offers observations of life in Mainland China. In addition, the powerful film, "Booker," about the early life of Booker T. Washington, was another prized acquisition.

While many WDEMCO films are live-action, the use of animation is also a popular and important teaching vehicle. Recently, producer Elena Engel completed an 8-minute animated film titled, "Harold and His Amazing Green Plants." This film gives young students an easy-to-understand botany lesson about the life cycle and functions of green plants. Although Engel said that time-lapse photography could have been used to depict the growth of plants—animation illustrated the stages of plant development in an in-depth and highly entertaining way.

All WDEMCO films are available on videotape and come with a comprehensive teacher's guide. Multimedia kits include a variety of items such as filmstrips, audio cassettes, spirit masters, posters, stick-ons, teacher's guides and even in some cases, recipe cards to enhance the learning experience.

The newest WDEMCO product line,

continued on next page

WALT DISNEY EDUCATIONAL MEDIA COMPANY

Looking Into Disney's Involvement in the Field of Education

that began in 1982, is Personal Computer Software. Since computers are on the rise, the number of computers in elementary schools and high schools is anticipated to reach one million by the end of 1985.

Nancy Casolaro, Manager of Personal Computer Software, noted, "Our goals are to produce quality software that combines education and fun. We take full advantage of the Disney characters and we try to push the computer as far as we can in terms of its interactive capabilities."

She continued, "When our computer division began about three years ago there were very few programs out in the educational market—mostly just drill and practice games. We looked at everything that was out, we looked at the computer, and we figured out how computers could be used to teach effectively,"

Right now, WDEMCO has a number of excellent computer games out in the market. The latest three releases were co-developed with Sierra On-Line, a computer software company located in central California. "Mickey's Space Adventure" is an adventure game about the solar system for ages 8 and up. "Donald Duck's Playground" is another action-packed game for 7 to 11-year-olds, focusing on learning about money, logical thinking and matching skills. "Winnie the Pooh in the Hundred Acre Wood" is geared to young children and deals with map skills and understanding the computer.

Casolaro said, "We're especially proud of 'Donald Duck's Playground,' and a writer from the magazine 'InfoWorld' called the program an outstanding piece of software. The good thing about 'Donald' is that it teaches so many things—learning about work, budgeting, earning money, spending money and building. I taught school for seven years and when I used to teach about money I had to set up an elaborate little store in the corner of the room. With 'Donald' you've got a computer game that teaches kids all about it in an easier and more effective way."

Like other WDEMCO media, the computer programs are accompanied by supplementary materials such as computer literacy comic books and posters, a teacher's guide, computer challenge activities and black line masters for teachers to photocopy.

In addition to being special because of the Disney characters, WDEMCO software is unique in the way that it is created. Designer Melissa Haldeman explained, "Because we're designers here and not programmers, we don't just think in technical terms. We think in terms of what we want. We want, for example, programs with good educational value and with the same kind of quality visuals that we use in our films and filmstrips. We don't want our programs to be simple workbooks—we want programs that will stimulate the player intellectually and be fun."

WALT DISNEY
ATARI
Mickey in the Great Outdoors

Initially, the WDEMCO software designers worked independently in designing individual games. Now they work as a team, coming up with concepts and figuring out the dynamics, strategies and educational content of the games together. Designer Ken Chong claims, "Group design is great because it allows everyone to work together and build upon each others' thoughts. This way we all contribute our own unique ideas and talents. Plus, it's a creative way to develop a product."

While Walt Disney Productions was involved in the massive effort to create Epcot Center at Walt Disney World in Florida, WDEMCO channeled its energy into creating the *Epcot Educational Media Program.* This program offers originally produced materials on subjects such as innovative land management, future energy resources, telecommunications, and advanced technology. Epcot Educational Media acts as a vital outreach program that helps to extend the ideas and themes of Epcot Center into the classroom curriculum.

A number of exciting new products were produced especially for Epcot Educational Media. The 16mm, live-action, three-film series, "The Challenge of Survival," was produced by Sherri Sussman. "These films deal with taking care of our land in terms of soil erosion, chemicals and water so that we are able to produce an abundance of healthy food."—The multimedia kit, "Cheeseburger: This is Your Life," talks about the origins of food, while the personal computer software, "Internal Journey," deals with the process of digestion.

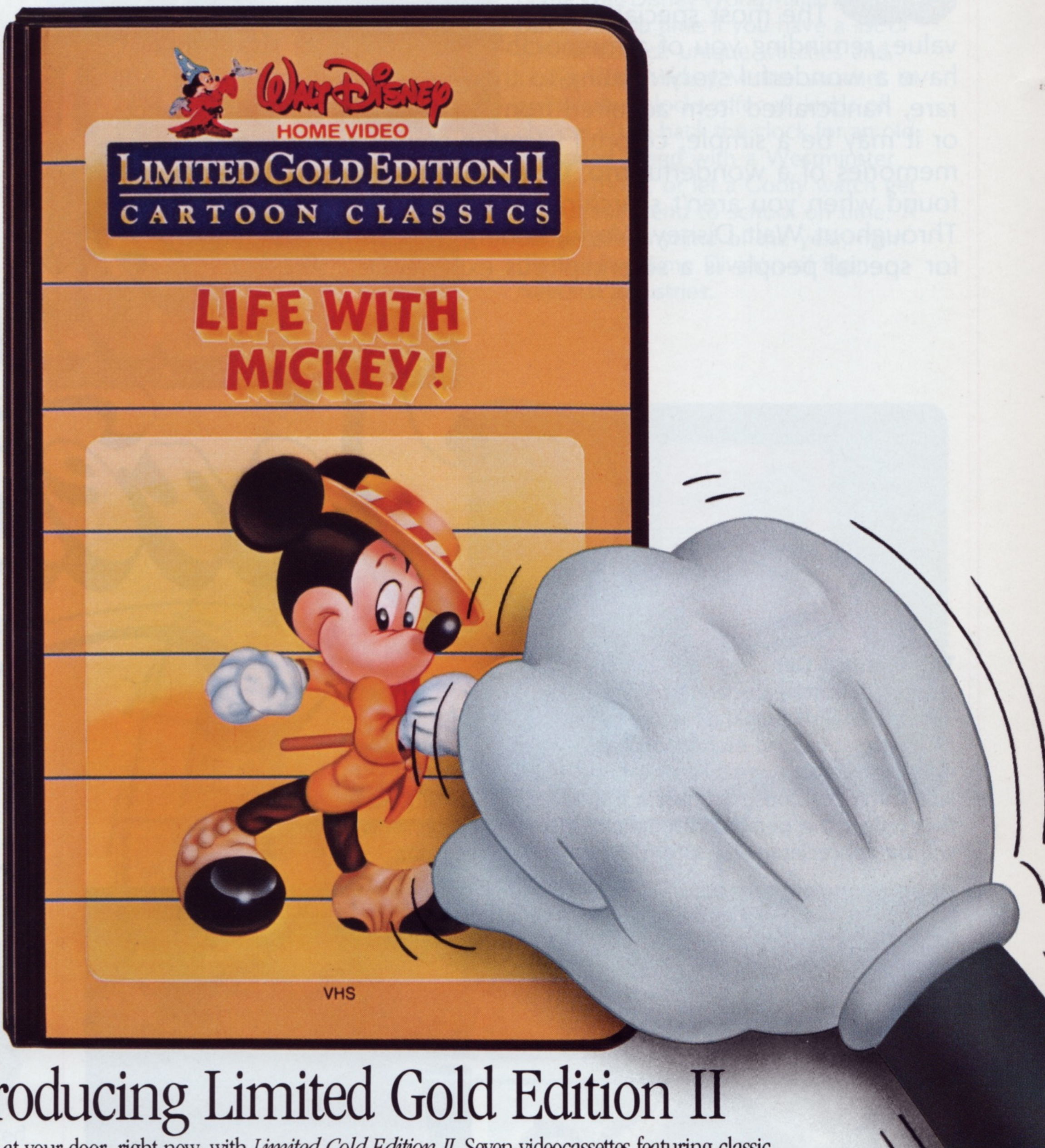
Another integral part of Epcot Center outreach is the Epcot Teacher's Center located in CommuniCore West. Designed to help educators explore the full educational value of Epcot Center, the Teacher's Center provides a comfortable and creative environment where visiting educators can share professional ideas and concerns.

The Teacher's Center also has complimentary study guides containing lesson plans, an Idea Exchange Network (for communicating with educators from all over the world) plus screening facilities for the review of Walt Disney educational media. A trained staff of friendly former educators is available to offer direction and helpful suggestions on incorporating the Center's ideas into outside educators' classroom curriculum.

In addition to the benefits of working in a highly creative field, the entire WDEMCO staff also received "psychic income." Every year hundreds of letters come in from young people and educators expressing their appreciation for WDEMCO products. For example, the following is a letter from a first grade class in an elementary school in Fort Jackson, South Carolina about the filmstrip set, "Careful with Strangers:"

Dear Mr. Mouse,
We have learned not to go with strangers in the car. If a stranger tries to bother you, call the police. You should go to your Mom if a stranger tries to bother you. Tell your Mom fast if a stranger talks to you.

Opportunity Rarely Knocks Twice.

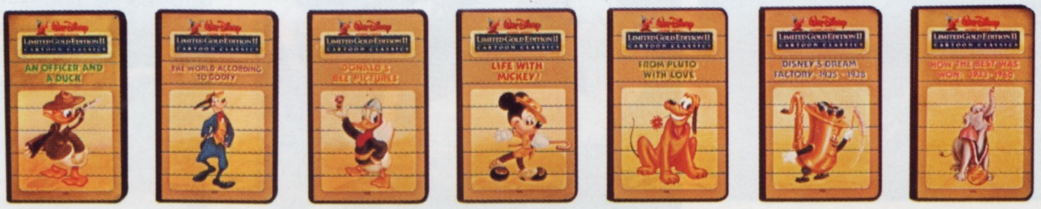

Walt Disney
HOME VIDEO
LIMITED GOLD EDITION II
CARTOON CLASSICS
LIFE WITH MICKEY!
VHS

$29.95* each

Introducing Limited Gold Edition II

Opportunity's at your door, right now, with *Limited Gold Edition II.* Seven videocassettes featuring classic Disney cartoons never before released on video! With rare screen appearances by Mickey, Donald, Goofy, Pluto and the gang. What a collection! *Life With Mickey! Donald's Bee Pictures* and *An Officer And A Duck. The World According To Goofy. From Pluto With Love.* Plus *How The Best Was Won* and *The Disney Dream Factory.* As a special bonus, each title has its own introduction, produced exclusively for this edition. It's your golden opportunity. At the incredibly low price of $29.95* per videocassette, you'll want to collect all seven. But remember, *Limited Gold Edition II* really *is* limited. And when they're gone, they're gone.

When they're gone, they're gone.


AN OFFICER AND A DUCK
THE WORLD ACCORDING TO GOOFY
DONALD'S BEE PICTURES
LIFE WITH MICKEY!
FROM PLUTO WITH LOVE
DISNEY'S DREAM FACTORY 1933-1938
HOW THE BEST WAS WON 1933-1960

© 1985 Walt Disney Productions.

Walt Disney Home Video distributed by Walt Disney Telecommunications and Non-Theatrical Company. Burbank, CA 91521. Printed in U.S.A. (HV-1154) *Suggested Retail Price.

Shopping and browsing in the fascinating and unique shops of the Walt Disney World Vacation Kingdom will always lead to the discovery of many surprising gifts. The most special are the ones that have some personal value, reminding you of a memorable experience...or those that have a wonderful story relating to their discovery. It may be a rare, handcrafted item acquired from an artisan in a far-away land; or it may be a simple, colorful vacation souvenir that sparks memories of a wonderful trip. Often the most treasured gifts are found when you aren't searching for anything in particular. Throughout Walt Disney World, finding these precious things for special people is a serendipitous experience.

Disney Serendip

The Personal Gift

A delicately decorated "Moss Rose" Doulton tea set, Twining English Breakfast tea and "Little Old Lady" tea pot, a personalized etched Arribas crystal piece, the fragrances of La Signature or a Pringles plaid vest and lace trimmed blouse are just a few ideas for useful gifts that reflect the personal thought of giving. Such presents will be appreciated day after day, long after receiving.

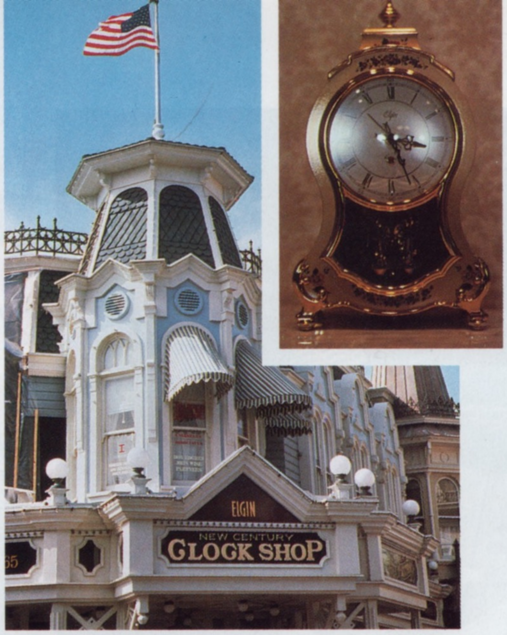
EST 1706
TWININGS
ENGLISH BREAKFAST TEA

The Souvenir

A souvenir must be unique! Take a chance. Send a Moroccan brass water jug, a gold laced leather box or an exotic bead necklace from the new Morocco Pavilion in Epcot Center. From the China Pavilion, a "Happy Buddha" is a souvenir that will greet and be greeted with a huge smile. The Magic Kingdom is filled with souvenirs that can give lots of happiness for a small price.

The Artistic Gift

The Hummel "School Boys" by Goebel or the Doulton "Sweet Seventeen" are just two examples of artistic masterpieces and fine collector items found in Walt Disney World specialty shops. As gifts, they personally express the creative tastes of the giver. To own such a collector's piece is to possess a piece of art with lasting beauty and value that increases year after year.



The Timely Gift

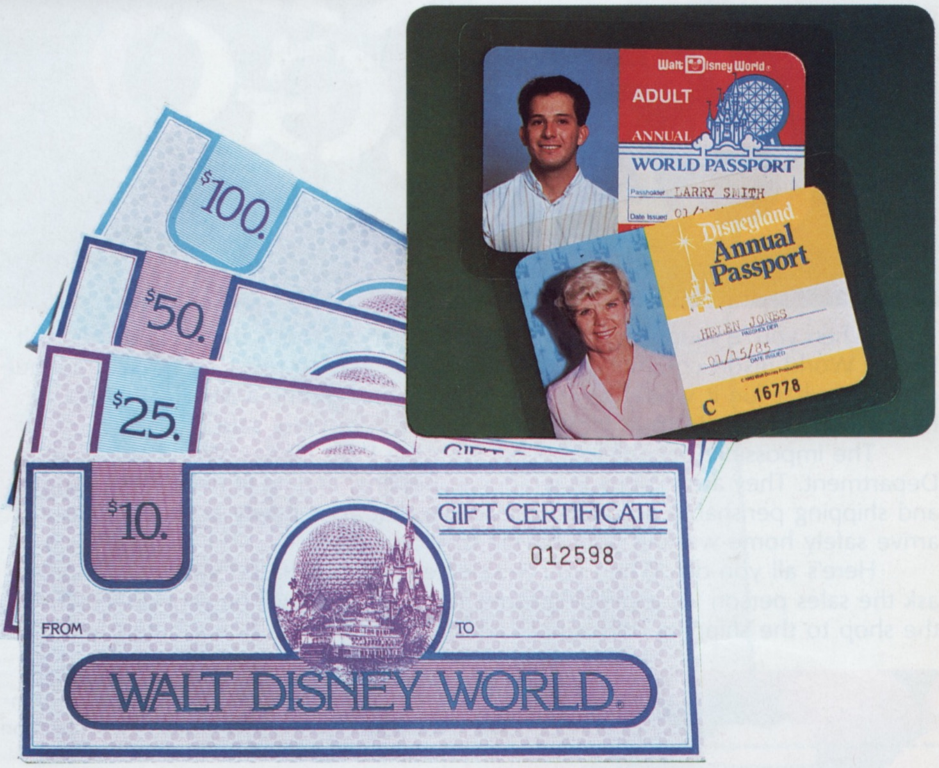
Spending time in the New Century Clock and Watch Shops at Disneyland or the Walt Disney World Magic Kingdom can save you time if you have a list of gifts to collect: unique watches and clocks from Mickey Mouse watches to grandfather clocks offer all kinds of choices. Turn back the clock for an old-fashioned friend with a Westminster Chime Clock, or let a Goofy watch get a youthful friend to school on time. A timely gift—anytime of the year, from the Bradley Time Division of Elgin National Industries.

ity

Produced and photographed by Dawn and Max Navarro.

The Playful Gift

For the child or the young at heart don't miss sending a gift from one of the many toy stores in Epcot Center. "The Toy Soldier," in the United Kingdom Showcase has a marvelous collection of dolls, puzzles, models, miniatures and books, all from Great Britain. And "Der Teddybar" in Germany has even more than bears and bears. In the Japan Showcase, Mitsukoshi Department Store also features a toy department. How about a chess set for an intellectual friend? A Revolutionary War Chess Set is a masterful creation: metal casting and hand painted by Charles Stadden. The Heritage House in the Magic Kingdom is waiting to show you the game.



Annual Passports or Gift Certificates

Here's the ultimate gift...A Disney Theme Park! A Magic Kingdom Club Annual Passport provides, for one year from the date issued, admission and unlimited use of all attractions and free parking.

Gift certificates for both Parks are available in denominations of $10, $25, $50 and $100, and are good for Passports, merchandise and food.

The prices for Disneyland Annual Passports for Magic Kingdom Club members are: Adults, $89, and Children (3–12) $59.

The prices for Walt Disney World Annual Passports for Magic Kingdom Club members are: Adults, $121; and Children (3-12) $97.

For information or ordering by mail: (include Magic Kingdom Club Chapter No. for discount)

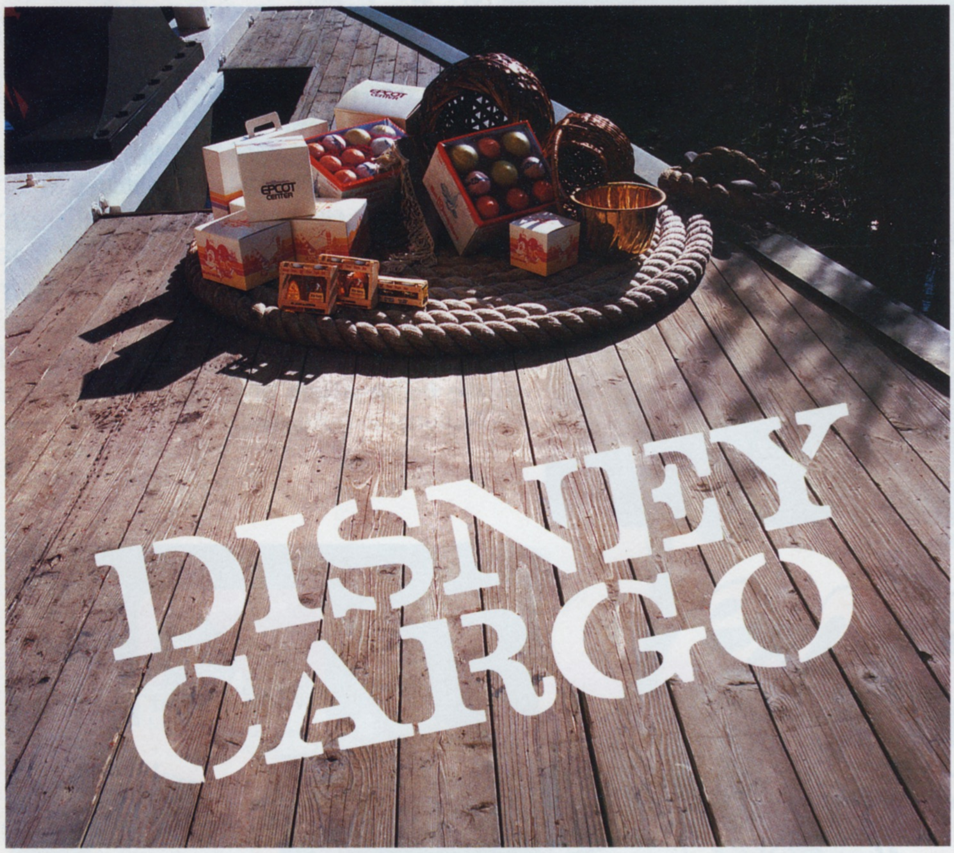
Disneyland

Disneyland
P.O. Box 3232 ADM
Anaheim, CA 92803
Telephone: (714) 999-4043

Walt Disney World

Walt Disney World Admissions Dept.
Annual Passport—MKC
P.O. Box 40
Lake Buena Vista, FL 32830
Telephone: (305) 824-4321

TOYS
THE TOY SOLDIER
The TOY SOLDIER



DISNEY CARGO

When you're shopping in the fantastic variety of shops throughout the Walt Disney World resort community, you may not be able to resist a particular antique chair...or what fun it would be to send friends back home a Mexican pinata or fresh Florida citrus. But how do you get it sent home in a safe manner?

The impossible becomes possible with the Walt Disney World Shipping Department. They are experts in wrapping, packing, crating (if necessary), insuring and shipping perishable products. They'll see that your newly acquired treasures arrive safely home without your having to worry.

Here's all you do. When you've selected and purchased your merchandise, ask the sales person for a shipping form. Your purchase will be sent directly from the shop to the shipping department and just might arrive home before you do.

FLORIDA CITRUS GIFTS

Walt Disney World has its own selection of citrus gift packs from some of Florida's finest groves. All are hand picked to insure your getting the sweetest fruit available. (Sorry, but there are restrictions on shipping to some states.) The Gourmet Pantry in Walt Disney World Village can place your order.

ARITA PORCELAIN

The Mitsukoshi Department store in the Japan Showcase is proud of its collection of world famous Arita Ceramics, with a history that dates back 400 years. The fine porcelain pieces can be very expensive and it is always advisable to ship and insure. The Walt Disney World Shipping Department is aware of the value of these items and handles each shipment with care and pride.

FINE ARTS AND CRAFTS FROM MOROCCO

Morocco is famous for its 100% wool carpets and tapestries, but you needn't travel half-way around the world for a selection of these decorator pieces. In Epcot Center, the Morocco Showcase shops feature selections of rugs and other Moroccan handcrafted wares that are reasonably priced. Much of the merchandise was created by nomadic Berber tribesmen who specialize in basketry, jewelry and the beautiful woolen carpets. Walt Disney World is now one of the largest importers of Moroccan goods in the United States. The shipping department at the Florida Theme Park can ship any size or weight to your home.

OLDE WORLD ANTIQUES

When you find a lovely antique you can't resist, there's no need to hesitate in purchasing it because of its size or weight. Ask for special crating and a crate will be specially designed for your purchase. The shipping department wants your antique to last another 100 years too.

CLOISONNE GARDEN SET

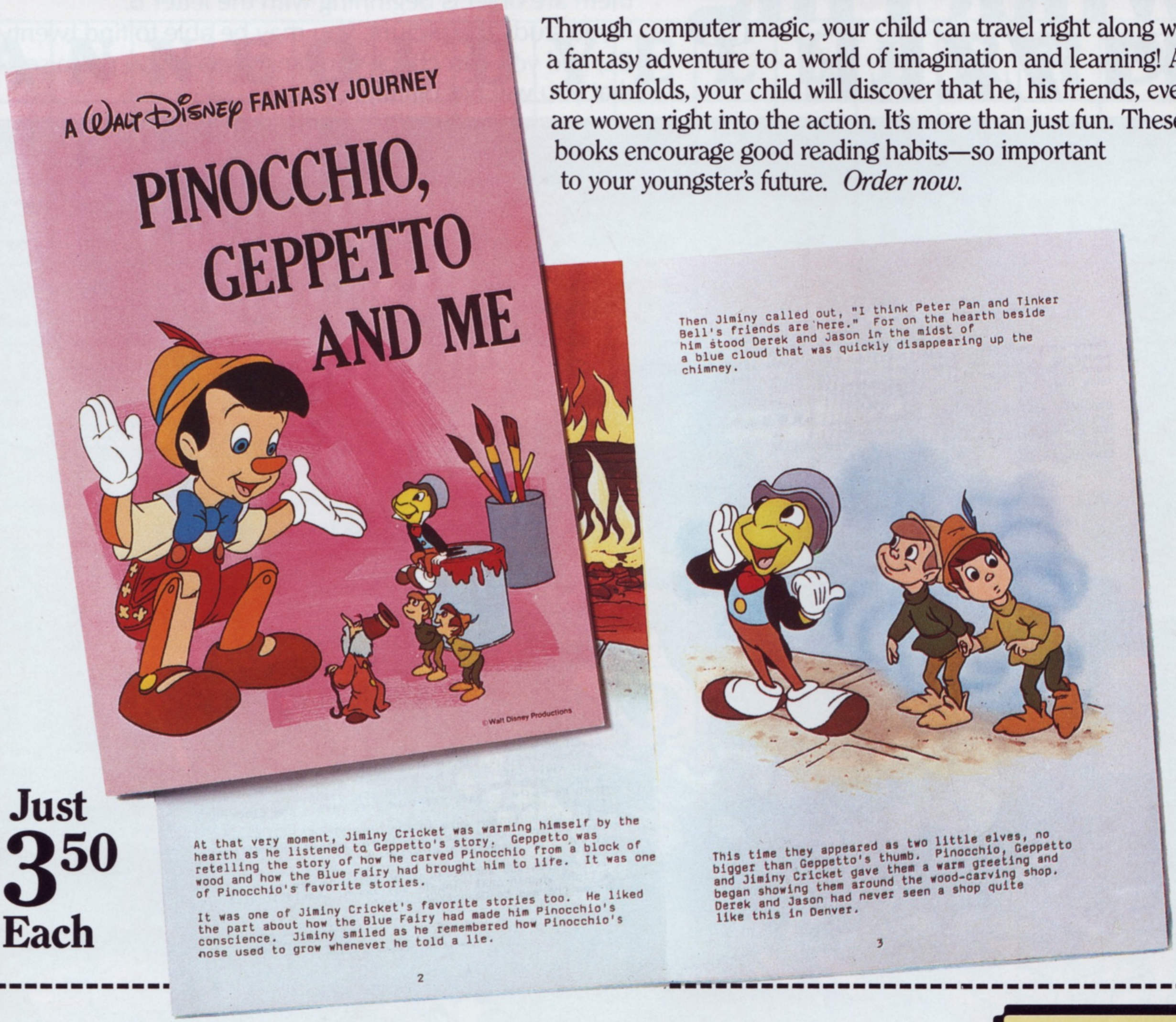
Many of the "showcase" pieces within the shops of Epcot Center are one of a kind such as this pictured cloisonne garden set. The classic dancing bird design lavished on all the pieces symbolizes "joy and happiness" in Chinese...which could well describe the feelings of the recipient of this artistic set.

Walt Disney's

PINOCCHIO

A New Disney STORYBOOK Adventure Starring Your Child!

Through computer magic, your child can travel right along with Pinocchio on a fantasy adventure to a world of imagination and learning! As this exciting story unfolds, your child will discover that he, his friends, even favorite pets—are woven right into the action. It's more than just fun. These personalized books encourage good reading habits—so important to your youngster's future. *Order now.*



A Walt Disney FANTASY JOURNEY

PINOCCHIO, GEPPETTO AND ME

© Walt Disney Productions

At that very moment, Jiminy Cricket was warming himself by the hearth as he listened to Geppetto's story. Geppetto was retelling the story of how he carved Pinocchio from a block of wood and how the Blue Fairy had brought him to life. It was one of Pinocchio's favorite stories.

It was one of Jiminy Cricket's favorite stories too. He liked the part about how the Blue Fairy had made him Pinocchio's conscience. Jiminy smiled as he remembered how Pinocchio's nose used to grow whenever he told a lie.

2

Then Jiminy called out, "I think Peter Pan and Tinker Bell's friends are here." For on the hearth beside him stood Derek and Jason in the midst of a blue cloud that was quickly disappearing up the chimney.

This time they appeared as two little elves, no bigger than Geppetto's thumb. Pinocchio, Geppetto and Jiminy Cricket gave them a warm greeting and began showing them around the wood-carving shop. Derek and Jason had never seen a shop quite like this in Denver.

3

Just $3^{50} Each

Mail to: **De Yong Publishing Co., P.O. Box 5074, Englewood, CO 80155**

Makes a Great Gift

Yes! Send me a personalized PINOCCHIO, GEPPETTO AND ME Storybook starring the children listed below. I've enclosed __________ $3.50 for each book, postage and handling included (Colorado residents add sales tax). I understand that if I'm not delighted, I may return them for a FULL REFUND.

Personalized Disney Storybook Designed for Children Ages 2–10

CHILD #1

First Name __________

☐ Boy ☐ Girl

Last Name __________

Address __________

Apt. # __________

City __________

State __________

Zip __________

Pet's Name & Type __________

Friend's Name __________

☐ Boy ☐ Girl

CHILD #2

First Name __________

☐ Boy ☐ Girl

Last Name __________

Address __________

Apt. # __________

City __________

State __________

Zip __________

Pet's Name & Type __________

Friend's Name __________

☐ Boy ☐ Girl

IMPORTANT! Please Complete:

Your Name __________

Address __________

City __________

State, Zip __________

☐ Check ☐ Money Order ☐ Visa

☐ MasterCard

Card No. __________

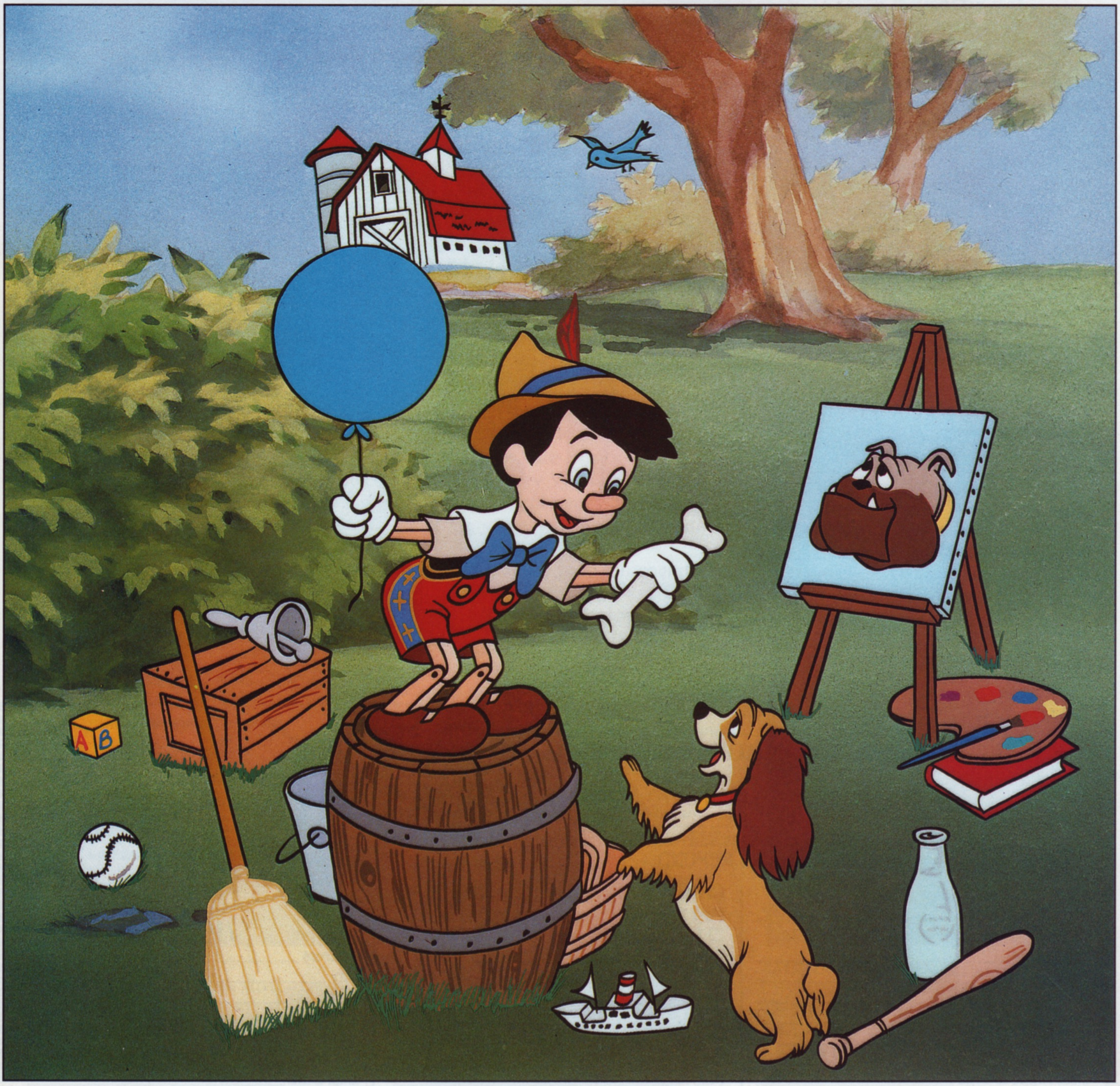
Exp. Date __________

☐ Check here if you wish books to be sent to your address.

For Kids Only

B·wildering PUZZLE

Pinocchio is trying to teach Lady to sit up. All about them are objects beginning with the letter B. If you study the picture, you may be able to find twenty B's, and you can check your answers—if you promise that you will not peek!



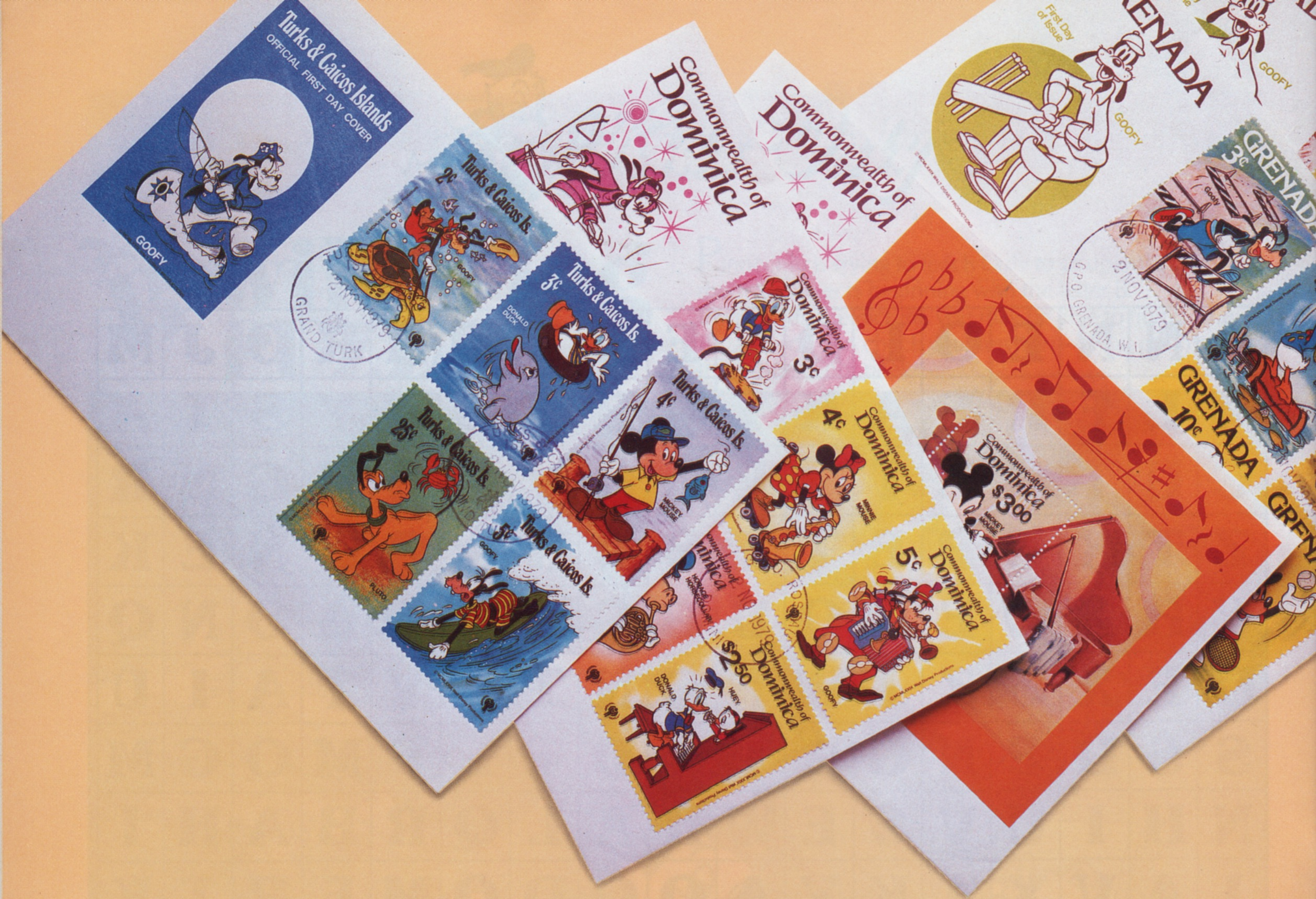
ANSWERS:

Ball, bat, bottle, boat, basket, barrel, bucket, broom, box, bell, block, bow, button, bone, balloon, brush, book, bulldog, barn, branch.

Donald's word search

A	N	N	E	O	L	D	Y	E	L	L	E	R	R	O	J	M
M	L	F	R	E	A	K	Y	F	R	I	D	A	Y	S	T	A
C	U	I	O	L	T	H	E	L	O	V	E	B	U	G	N	R
Z	T	X	C	P	E	T	E	S	D	R	A	G	O	N	E	K
Y	H	R	W	E	D	O	U	G	C	F	H	L	A	O	N	Q
D	E	X	O	Z	I	W	F	O	N	T	S	Y	T	A	I	U
S	S	D	E	N	G	N	Y	J	D	T	L	P	M	O	G	M
N	H	I	U	V	S	E	W	R	A	L	Q	R	B	A	H	I
I	A	V	X	A	K	Y	A	O	O	D	O	M	E	R	T	K
P	G	A	I	C	H	H	C	P	N	D	U	Z	C	E	C	I
P	G	D	I	T	C	H	L	Y	N	D	T	Q	A	V	R	D
O	Y	M	A	I	C	M	B	O	B	F	E	K	R	I	O	N
P	D	K	R	N	Q	S	C	U	F	N	X	R	O	R	S	A
Y	O	B	E	N	O	P	H	Y	L	L	I	S	L	W	S	P
R	G	R	K	I	D	S	I	S	K	I	D	S	Y	A	I	P
A	T	L	U	P	A	T	T	Y	Z	P	R	D	N	Z	N	E
M	T	H	E	B	L	A	C	K	H	O	L	E	Q	R	G	D

Alice in Wonderland
Kidnapped
Tex
TRON
Trenchcoat
The Black Hole
Mary Poppins
Pete's Dragon
Pollyanna
Freaky Friday
Dumbo
The Love Bug
Old Yeller
Kids is Kids
Night Crossing
The Shaggy Dog
Gus
Condorman


Turks & Caicos Islands
OFFICIAL FIRST DAY COVER
GOOFY
Turks & Caicos Is.
GRAND TURK
Commonwealth of Dominica
First Day of Issue
GRENADA
GOOFY
G.P.O. GRENADA W.I.
2 NOV 1979
MICKEY MOUSE
MINNIE MOUSE
DONALD DUCK
PLUTO
$3.00

DISNEY PHILATELY

By **Raymond Schuessler**

Mickey Mouse and his friends have appeared on watches, cereal boxes, caps and sweaters and over 5000 different products, but their most ubiquitous appearance today, outside the movies, is on billions of postage stamps; a tribute, as it were, to the love and affection which these characters have inspired throughout the world.

All of Disney's characters—Donald Duck, Goofy, Pluto, the Seven Dwarfs, Minnie Mouse—all meticulously designed by Disney artists, are now cavorting on postage stamps of many countries.

Mickey Mouse is Everyman on stamps: a cowboy, football or polo or soccer player, a boxer, skater, plumber, whaler, jockey—just about any vocation.

Disney's extraordinary imagination, coupled with what he himself described as "that precious ageless something in every human being which makes us play with children's toys and laugh at silly things and sing in the bathtub" has now become a philatelic topic for stamp collectors, encouraging hordes of new devotees to collect stamps.

And little wonder. Disney, a unique combination of Hans Christian Andersen, the Brothers Grimm and Lewis Carroll, was a modern Aesop who created the mythology of our century. The British cartoonist, David Low, compared Disney's contribution to graphic arts to that of Leonardo da Vinci. And indeed it is.

The first Disney stamp was issued by the United States in 1968. It was a 6 cent commemorative honoring Walt Disney. A set of ten Disney stamps

GRENADA
$3.00
Goofy
GRENADA
GRENADA
5¢
Mickey Mouse

issued by the Republic of San Marino came next in 1970—picturing Disney characters, with Walt Disney joining them, on the highest denomination.

Beginning in 1979 the Intergovernmental Philatelic Corporation of New York was licensed by Walt Disney Productions to produce Disney-themed stamps sets for a long list of stamp-issuing entities including Anguilla, Antigua, Bhutan, Caicos Islands, Dominica, Grenada, Lesotho, Mongolia, Redonda, St. Lucia and Sierra Leone. These countries have issued over 500 Disney stamps and the program is ongoing.

On the 50th anniversary of Donald Duck in 1984, the stamp collecting world got a rare treat: 13 countries from the four corners of the globe issued special commemorative stamps and corresponding cacheted First Day Covers in limited edition to celebrate this Golden Anniversary.

First Day Covers of all the Disney stamps have been produced and these are quite popular today. Many of the first issues are now collectors' items—having risen several hundred percent in value. The Antigua Transport souvenir sheet and the St. Lucia 10th Anniversary of Moon Walk souvenir sheets are just two examples of issues that have appreciated significantly from their new issue price levels.

Want to start your own collection?

To get started, peruse the Scott's *Standard Postage Stamp Catalogue* in your local library. This catalogue illustrates most of the stamps ever issued, assigns them a catalogue number and gives their current value. The catalogue is revised annually to include all newly issued stamps and to account for market fluctuations with changes in value.

GRENADA
10¢
Republic of Maldives
Donald Duck
GRENADA
5¢
Mickey Mouse
Republic of Maldives
2L
Mickey Mouse
GRENADA
1¢
Donald Duck

Subscribe to a good stamp newspaper such as *Linn's Stamp News* (Sidney, Ohio) or *Stamp Collector* (Albany, Oregon) also available at the library. Check their ads for dealers who offer Disney stamps. Visit a local stamp shop and see their selection.

You can also subscribe to a "new issue" service which will send you new issues of Disney stamps as they are released around the world.

Stamps should be carefully mounted in albums, using stamp hinges or special stamp mounts available through dealers. There are special looseleaf albums for sale with spaces for the Disney stamps.

You'll find that collecting is addictive. It's like eating peanuts.

The appearance of Donald Duck, Mickey Mouse, Goofy and the entire cast of Disney characters on postage stamps has brought many new collectors into the hobby. The popularity of these colorful stamps shows no signs of waning.

It was predicted by the futurist, Ray Bradbury, that the influence of Walt Disney World would be felt for centuries to come. On stamps, that influence will endure forever; stamps in the hands of collectors are preserved somewhere or other around the world for all time.

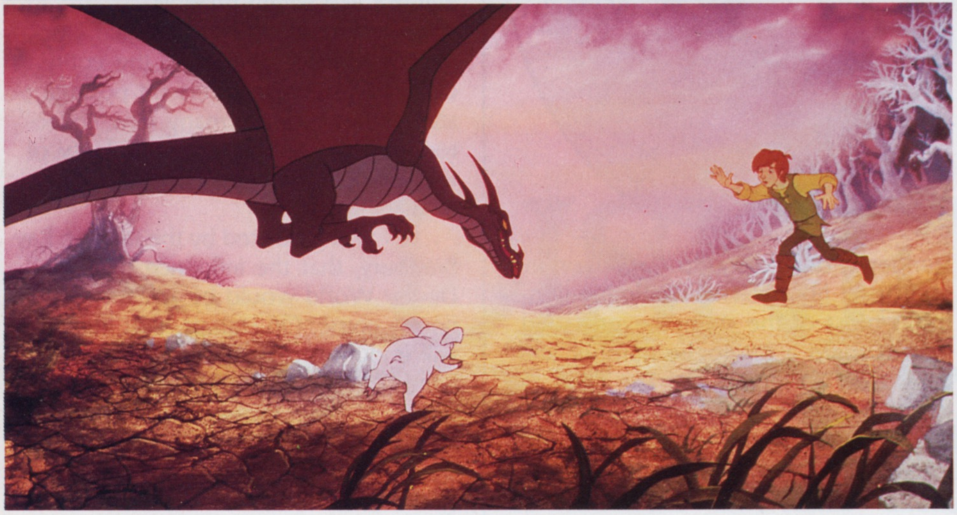
Raymond Schuessler *is a free-lance writer/photographer and philatelist based in Venice, Florida.*

Turks and Caicos Islands
65¢
3
$1.10
Mickey's Christmas Carol
$2.00

LET'S GO TO THE MOVIES

by **Ellen Voelckers**

THE BLACK CAULDRON



Legend has it in the mystic land of Prydain there was a King so cruel and so evil that even the Gods feared him. Since no prison could hold him, he was thrown alive into a crucible of molten iron. There his demonic spirit was captured in the form of a great cauldron. In revenge he cursed, "My power will not die; whosoever uses the black cauldron for evil will be all-powerful, for my blood will flow with his, and together we will either rule the world or destroy it." For uncounted centuries the black cauldron lay hidden, awaiting the coming of one so evil as the Horned King to unlease its power once again.

Although Disney's new animated feature, "The Black Cauldron," unveils a dark and mysterious world of deathless warriors, wart-nosed witches and a gruesome horned king, it is most importantly, a story about good versus evil and the power of friendship.

Based on Lloyd Alexander's Newbery Award-winning series, "The Chronicles of Prydain," "The Black Cauldron" is a fantasy epic rooted in Welsh mythology.

In the tradition of Disney's first full-length animated feature, "Snow White and the Seven Dwarfs," released in 1937, "The Black Cauldron" marks a return to the classic Disney style of a fairy tale fantasy. Under the supervision of producer Joe Hale and Disney directors Ted Berman and Richard Rich, the film is considered Disney's most ambitious animated project since "Pinocchio." In addition, "The Black Cauldron" is presented in wide screen 70mm. No other animated feature has been filmed in this format since "Sleeping Beauty."

With breathtaking visuals and loads of dramatic suspense, the film portrays the heroic efforts of a young assistant pigkeeper named Taran who must prevent an evil Horned King from gaining possession of a black cauldron. This mysterious black kettle envelopes a frightening force that is capable of producing an army of skeleton-like, deathless warriors. In his quest, Taran is aided by his mentor, Dallben, a beautiful enchantress named Princess Eilonwy, a cuddly creature called Gurgi and Hen Wen, an oracular pig.

As Disney's new generation of animators become more skilled at their craft, new technological tools are being explored. For example, "The Black Cauldron" was the first animated feature to experiment with the Animation Photo Transfer (APT) process. This photographic process quickly transfers the artists' drawings to animation cels and it can also be used to enhance special effects.

Despite the introduction of labor-saving devices, animation at Disney is still a painstaking and demanding medium, involving a great deal of "TLC." For example, to complete just one second of motion picture time on the screen, 24 individual frames of hand-painted cels must be photographed to create the illusion of motion. The following statistics will give you an idea of the fantastic effort required to create this film:

Over 2,500,000 total drawings were used:

1,000 - conceptual
75,000 - story sketches
22,000 - layouts
576,000 - animators' drawings
1,036,800 - in-between drawings
345,600 - assistant animators' drawings
460,800 - painted cels
2,000 - miscellaneous sketches

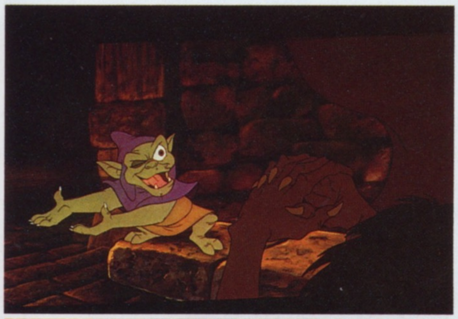
Loads of Supplies!

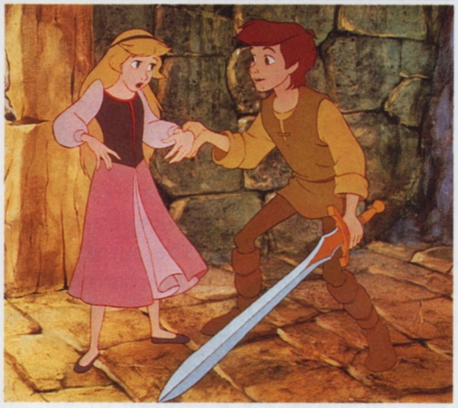
400 gallons of paint
15,000 pencils
300 erasers
400 paint brushed
1,165 different hues & colors

Over 34 miles of film stock!

But, no matter how many pencils or erasers are used to make an animated feature, the most important elements are having a good, solid story and strong characters.

As Hale explained, "We have to make characters so interesting that people think they're almost human. That's the difficulty of this art form. With most animated features, audiences watch the action and don't really believe in the characters. They're always conscious of watching two-dimensional artwork on the screen. To go beyond that you've got to pull the audience into the story and make them believe that those characters are real. It means a lot to me when I hear a child laugh or I see little kids covering their eyes. I know that they're really into the story.





Emotional involvement in the story is also commonplace for the animators who create the characters. Animator Andreas Deja said he really enjoyed animating a scene where the main character, Taran, gives the cute Gurgi character a big bear hug. "I hugged all kinds of people to get into the spirit of this scene. When you animate, you find yourself really getting involved."

The animators also used three-dimensional models and live action tests with humans and animals to help them bring their characters to life. At one point even a live pig was brought in to help the artists create and illustrate Hen Wen. Hen Wen was special because they wanted her to be a kind of "debutante pig" with pretty big round eyes and of course, pleasant trough manners.

In casting the voices for "The Black Cauldron," Hale was more interested in finding voices that best suited the characters rather than using well-known celebrities. For the most part, 30 actors were tested for each character's voice. Some characters were more difficult to cast while others were easier. For Creeper, for example, only one voice was tested. One of the animators suggested using the voice of a friend from school. He sent in a tape recording and as soon as Hale heard it, he realized the voice was perfect for the part.

Voices include John Hurt (Horned King), Grand Bardsley (Taran), John Byner (Gurgi), Susan Sheridan (Eilonwy), Freddie Jones (Dallben), Nigel Hawthorne (Fflewddur Eflam) and Phil Fondacaro (Creeper).

Famed actor John Hurt (Academy Award nominee as Best Actor for "The Elephant Man") was approached by Hale when he was looping at the Disney studio for "Night Crossing," in which he starred with Jane Alexander. Hurt had worked as an artist before becoming an actor, and he was excited by the prospects of providing a voice for "The Black Cauldron."

As with other classic Disney animated features, "The Black Cauldron" delivers an important but simple moral. Hale explained, "The message behind this film is that you never know who your friends are. All throughout the picture, the character, Gurgi, tries to make friends with Taran, who keeps him at a distance. Taran never really appreciates Gurgi until the little furry fellow sacrifices his life for him. This is something that is common during war, when you never really know, once you get into a combat situation, what guys will lay their lives on the line for someone else. Hale added, "Taran wants to be a warrior, but he finds out that's not the most important thing in the world. Everybody can't be a hero. In the end he realizes that friendship is the most important thing."

"MY SCIENCE PROJECT"

Also scheduled for a summer 1985 release is Touchstone Films' "My Science Project." It's a contemporary fantasy/adventure with a cast of rising young stars and award-winning veteran performers.

The story concerns high school senior Mike Harlan, who is faced with two major problems: his girlfriend has dropped him, and his science teacher has assigned him a project that means his graduation.

Mike risks the wrath of armed military guards and pays a midnight raid on a nearby U.S. Air Force supply dump. What he discovers there turns out to be a device so extraordinary that the entire high school campus crashed through the frontiers of science into a startling new dimension that was previously unknown.

John Stockwell ("Christine") stars along with Danielle von Zerneck, Fisher Stevens (the Broadway plays "Torch Song Trilogy" and "Brighton Beach Memoirs") and Raphael Sbarge ("Risky Business"). Well-known actor Dennis Hopper, whose acting credits include "Easy Rider," "Giant," and "Apocalypse Now" is cast as the ex-hippy high school instructor whose ultimatum to his students initiates the tumultuous turn of events.

Jonathan Taplin was the producer and Jonathan Betuel, the film's screenwriter, was the director of "My Science Project." C. Timothy O'Meara, who received an Oscar nomination for "The Rose" and won an Emmy for "The Thornbirds, Part Three," was the film editor. Jim Webb, an Oscar nominee for "The Rose" and an Academy Award winner for "All the President's Men," was the sound mixer.

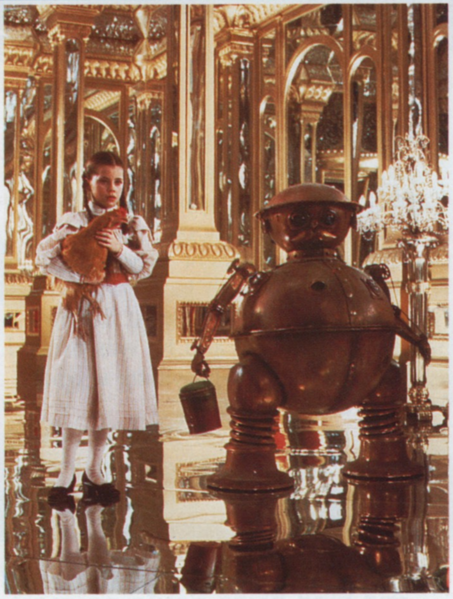
"My Science Project" was filmed in Panavision® , in color by Technicolor® and distributed by Buena Vista.

Return To OZ

Adding to "The Black Cauldron," Disney's ambitious summer movie lineup will include "Return to Oz" and "My Science Project."

Scheduled for release in late May, 1985 is "Return to Oz," a $25 million live-action fantasy/adventure that returns to the screen one of the most beloved young heroines in all of literature.

Neither a remake nor a musical, this exciting film introduces a new cast of imaginative characters as Dorothy revisits the enchanted land to rescue the Scarecrow, the Tin Man and the Cowardly Lion from the Nome King who has destroyed the Emerald City.



Ten-year-old Fairuza Balk from Canada was chosen from hundreds of applicants to play the pivotal role of Dorothy. Nicol Williamson plays a menacing Kansas doctor and his villainous Oz counterpart, the Nome King. Popular Jean Marsh also has a dual role as an oppressive head nurse and Oz's Princess Mombi, a witch who owns a collection of 30 heads which she can exchange with her own at will. Piper Laurie and Matt Clark play Dorothy's beloved Aunt Em and Uncle Henry.

Earlier this year, as part of a Disneyland year-long 30th anniversary celebration, starlet Fairuza Balk hosted a contingent of children from all across the world as they posed for an international photograph in front of Sleeping Beauty Castle.

The Disney studio has for some time wanted to bring to the screen a major motion picture based upon the classic stories of L. Frank Baum, author of "The Wizard of Oz." It was back in the 1950s that Disney first acquired the rights to 13 of Baum's books.

Three years of preparation and research was required in the United States and Great Britain by Walter Murch, making his directorial debut with "Return to Oz." Murch won an Academy Award for his work in sound for "Apocalypse Now" and three additional Oscar nominations for other films for editing or overseeing the sound.

The realistic and the surreal are blended in "Return to Oz." with new systems of remote control and mechanical linkage advancing the art of puppetry and stop-motion photography. Added original effects are produced by a pioneering clay animation process.

Paul Maslansky produced and veteran cinematographer David Watkin was director of photography for this unique film.

This summer, from June 21 through July 25, a screening of "Return to Oz" will be featured, along with the Rockettes and a Disney stage show, at Radio City Music Hall in New York City.

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DISNEYLAND
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In Pursuit of Disneyland Trivia

Trivia games are cropping up all over the place. To help celebrate the 30th birthday of Disneyland, DISNEY NEWS presents trivia questions concerning the history of the Park with which you can invent your own trivia game. Or use them just for fun to impress your friends and family on your knowledge of "The Happiest Place on Earth."

1. Can you name the five original themed "lands" of Disneyland on Opening Day, July 17, 1955?
2. Who was Fess Parker's sidekick in *Davy Crockett*, the film, and with Fess at the opening of Disneyland?
3. What former Tomorrowland attraction had vehicles that rode on a cushion of air?
4. In 1977, an attraction in Frontierland closed to make way for Big Thunder Mountain R.R. What was that attraction?
5. Disneyland Park's "America on Parade," with 150–eight-feet tall "People of America" characters, thrilled visitors in 1975. What celebration was the parade honoring?
6. Much of Main Street, U.S.A., is patterned after a small Midwestern town where Walt Disney spent some of his early childhood. Name the town.
7. Name the famous child movie star who unveiled the walk-thru' of the diorama scenes inside Sleeping Beauty Castle in 1957.
8. What VIP jogged through the Park for an early morning tour in 1982?
9. Bear Country features a foot-stompin' Country-Western revue starring 18-bear-itones. Name the show.
10. Who receives the most phone calls in Disneyland?
11. What was Walt Disney's first suggestion for a name for Mickey Mouse?
12. What was the theme song of General Electric's Carousel of Progress?
13. Among the celebrities sharing the television hosting responsibilities on Opening Day at the Park were Art Linkletter, Bob Cummings and another actor who was later to accept the responsibility of the most prestigious job in the U.S. He was?
14. What European amusement park gave Walt Disney inspiration in his dream of creating a clean, colorful family park staffed by friendly employees?
15. During construction of Disneyland Park, Walt Disney had a small apartment located where in the Park?
16. How high is Space Mountain? (a) 200 feet (b) 1,248 feet (c) 173 feet
17. Name the latest themed "land" to be completely renovated?
18. What train from *Dumbo* is a featured Disneyland attraction?
19. What Disneyland Audio-Animatronics attraction, sponsored by the State of Illinois, first appeared at the 1964-65 World's Fair?
20. What is the name of the sailing ship found at Disneyland?

Answers: **1.** Main Street, U.S.A.; Tomorrowland; Fantasyland; Adventureland; and Frontierland **2.** Buddy Ebsen **3.** Flying Saucers **4.** Mine Train Thru' Nature's Wonderland **5.** America's Bicentennial **6.** Marceline, Missouri **7.** Shirley Temple (Black) **8.** Former President Jimmy Carter **9.** Country Bear Jamboree **10.** Mickey Mouse **11.** Mortimer **12.** "There's a Great Big Beautiful Tomorrow" **13.** Ronald Reagan **14.** Tivoli Gardens in Copenhagen **15.** Above the firehouse **16.** (c) 173 feet **17.** Fantasyland **18.** Casey Jr. Circus Train **19.** Great Moments with Mr. Lincoln **20.** *Columbia*

SEE PINOCCHIO and DONALD DUCK AT THESE DEALERS IN FINE PORCELAIN

CALIFORNIA
ANAHEIM—Disneyland
ARTESIA—Carol's Gift Shop
AZUSA—Hinkley's El Encanto
BUENA PARK—Virginia's Gift Shop
COSTA MESA—Pace Setter Pavillon
CULVER CITY—Pifanie's Fine Gifts
ESCONDIDO—Ernst Limited Editions
FOLSAM—Sutter St. Antiques
HACIENDA—Kohl's Hallmark
LA MIRADA—Derbyshire's Gallery Inc.
LA MIRADA— Lynn Becker
LOS ANGELES—Fantasies Come True
LOS ANGELES—Great Lengths
MANHATTAN BEACH—The Collectors Showcase
MONROVIA—Kris Krengel's
MONTROSE—Collector's World
N. HOLLYWOOD—Paulette's Unique Collectibles
PALM DESERT—Royal Gallery Ltd.
PASADENA Goody's Antiques
POMONA—Armstrong Galleries
SAN DIEGO—Casa de Barbara
SAN DIEGO—Royal Gallery Ltd.
SOLVANG—Wishing Well
SUNLAND—Rostand
VAN NUYS—Collectors Paradise
WEST COVINA—Forte Olivia
WHITTIER—Putnam's Hallmark
WOODLAND HILLS—Main's Decor
FLORIDA
JACKSONVILLE—Methodist Found. Gift Shop
LAKE BUENA VISTA—Walt Disney World
MIAMI—China Cabinet
MIAMI—Dynasty Gift Shop
MIAMI—Royal Gallery Ltd.
MIAMI BEACH—Heres Gift Center
NORTH MIAMI BEACH—Royal Gallery Ltd.
WEST PALM BEACH—Royal Gallery Ltd.
ILLINOIS
ORLANDO PARK—Evans Hallmark
INDIANA
EVANSVILLE—Kruckemeyer & Cohn
MASSACHUSETTS
BOSTON—Di Carlo Furniture
MICHIGAN
MADISON HEIGHTS—Double L Collectibles
WARREN—Genna's
MISSOURI
ST. CHARLES—First Capitol Trading
NEVADA
LAS VEGAS—Hobs Serendipity
LAS VEGAS—Serendipity in MGM Hotel
RENO—Heirlooms of Tomorrow
NEW JERSEY
ATLANTIC CITY—Abel's
BLOOMFIELD—Roxy Florist & Gift
EAST BRUNSWICK—Chateau Florist & Gift
FAIRVIEW—Fairridge Jewelers
FORT LEE—Artman Originals
NUTLEY—Lane Jewelers
WAYNE—Little Elegance
WOODBRIDGE—Little Elegance
NEW YORK
BRONX—E & C Ltg. & Gift
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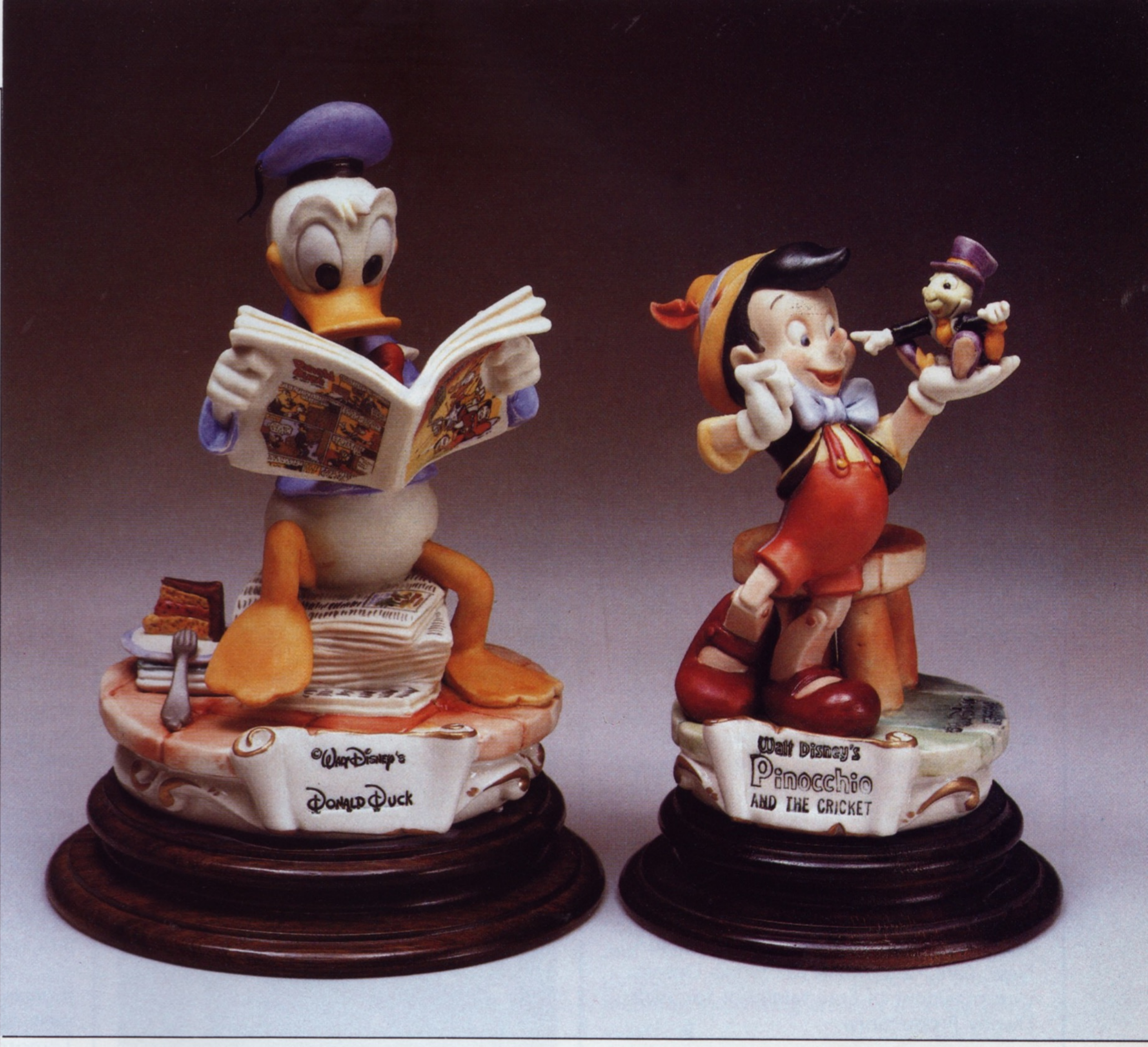
FLUSHING—T & T Photo & Gift
JACKSON HEIGHTS—Jackson Gift
MERRICK—The Limited Edition
NEW YORK CITY—Ceramica Gift Gallery
SYOSSET—First Impressions Co.
WEST ISLIP—A Small World
YONKERS—Mount Royale Gift Shop
OHIO
NEW SPRINGFIELD—Hummel Gift Shop
PENNSYLVANIA
MOUNTAINHOPE—The Queen's Treasures
NORTHAMPTON—Gillespie Jewelers
WALLINGFORD—Cartoon Carnival
TEXAS
DALLAS—Continental Gifts
EL PASO—Border Tobacco
HOUSTON—Royal Gallery Ltd.
FORT WORTH—Wishing Well
PLANO—Royal Gallery Ltd.
WASHINGTON, D.C.
WASHINGTON, D.C.—Royal Gallery



Pinocchio and Donald Duck as portrayed in the famous Disney films. Pinocchio is approximately 7½″ high and Donald Duck is approximately 8½″ high.

Which would be your first choice?

Usually we introduce Enzo Arzenton's Capodimonte sculptures of Disney characterizations one at a time. This month we planned to bring you his enchanting rendition of Pinocchio. Sculptor Arzenton, however, surprised us by also completing a fascinating study of your old pal, Donald Duck.

If we followed our normal procedure of one-at-a-time introductions, either Pinocchio or Donald Duck would have to wait until the next issue of this magazine – three long months.

Trying to decide which should come first became quite a problem. The Donald Duck fans in our company were adamant about giving this famous personage first place. And the Pinocchio lovers insisted that their young charmer was the winner by a nose.

Obviously, they were both right. Before the argument approached World War III in intensity, we decided to introduce Pinocchio and Donald Duck simultaneously.

Where to see them

Both Pinocchio and Donald are now at the retailers listed here. Since both are limited editions, we suggest that you don't put off calling on your retailer too long. Just the thought of a Disney collection without a Donald Duck or Pinocchio upsets us.

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WALT DISNEY PRODUCTIONS HIGHLIGHTS

Rockettes to Perform in Disney's Radio City Music Hall

The famous troupe of 36 Rockettes will perform at Radio City Music Hall for 10 weeks this summer beginning June 21 as part of a Disney stage extravaganza starring all your favorite Disney characters in many of the classic scenes from Disney motion picture hits. A second company of 20 Rockettes will appear on stage at Epcot Center in Florida for 10 weeks beginning June 8.

"The Rockettes will be an important addition to our summer spectacular in New York," according to Dennis Despie, vice president of Entertainment for Walt Disney Productions.

The new Disney film, "Return to Oz," starring Fairuza Balk, Nicol Williamson and Jean Marsh, opens along with the Rockettes and the Disney stage show on June 21 for five weeks. This will be followed by the screening of "The Black Cauldron," Walt Disney Pictures' newest animated film, for five weeks beginning July 26.

Star Spangled Summer at Walt Disney World

Climaxing Epcot Center's year-long WorldFest, a *Star Spangled Summer Salute to America* with parades, shows and aerial spectacles will be celebrated all summer long at Walt Disney World. Mickey Mouse and the dancing Rockettes from Radio City Music Hall will star in the exciting entertainment, along with scores of other musical groups performing in each of the ten World Showcase pavilions.

A traveling troupe of 20 Rockettes will bring their sparkling precision routines to the stage of the America Gardens, a 1,500 seat outdoor theater on the shores of the World Showcase Lagoon. Beginning June 8, they will appear five nights a week with the 43-piece All American College Orchestra. Guest artists from Broadway and Hollywood will also appear with the orchestra for week-end starlight concerts.

The Star Spangled Summer theme will also predominate in Future World and in the Magic Kingdom with 5-day-a-week performances by the All American College Band.

A daily "Mickey's Street Party" in the Magic Kingdom will feature Mickey and all the gang, and at night there'll be Fantasy in the Sky fireworks and the Main Street Electrical Parade.

Mickey Mouse, Donald Duck and Goofy, in their Spirit of '76 costumes first seen during the Bicentennial celebration at Walt Disney World, will lead parades along the Showcase Promenade with the American Adventure Fife and Drum Corps and the World Showcase "Living Dolls." The larger-than-life giant doll figures are seven to eight feet tall, dressed in colorful Minutemen costumes and will be available for picture-taking sessions and ceremonies.

The celebration kicks off June 1 with a nine-day jazz festival featuring prize-winning jazz bands from top universities.

Also new for this summer is "American Journeys," a spectacular motion picture view of America's scenic wonders in Tomorrowland. This Circle-Vision 360 motion picture surrounds the audience with America's scenic wonders, from the East Coast to Hawaii. It is being presented by Black and Decker.

With the addition of 500 new hotel rooms in the Polynesian Village Golf Resort and Walt Disney World Village Club Lake Villas, more rooms will be available on Disney property this summer than ever before.

Most guests now plan four-to-five day visits to more thoroughly enjoy the many diversions offered at the Magic Kingdom and Epcot Center. Three, four and five-day passports offer money-saving ways to see it all.

MAIN STREET ELECTRICAL PARADE

George Lucas to Contribute to Future Disney Projects

Innovative filmmaker George Lucas will help develop new theme park attractions and may become involved in other future areas of Disney entertainment, it was announced recently by Chairman and Chief Executive Officer Michael D. Eisner and President and Chief Operating Officer Frank G. Wells. DISNEY NEWS will present an interview with Eisner and Wells regarding future theme park developments and current European Disneyland plans in the upcoming Fall issue.

Disney Movie Productions

In production is a contemporary comedy, "Jerry Saved From Drowning," starring Nick Nolte, Bette Midler and Richard Dreyfuss. The film is being produced and directed by Paul Mazursky for Touchstone Films. Nolte, whose most recent film was "Teachers," also starred in "48 Hrs.," "Under Fire," "North Dallas Forty" and "The Deep."

Bette Midler received an Academy Award nomination for her performance in "The Rose."

Dreyfuss, Academy Award winner as Best Actor for "The Goodbye Girl," also starred in "Close Encounters of the Third Kind," "Jaws," and "American Graffiti."

"Off-Beat," a comedy of impersonation, begins filming in New York this summer. It stars Judge Reinhold, co-star of "Beverly Hills Cop" and "Head Office." This film will also be released under the Touchstone Films banner. Touchstone Films is a wholly-owned subsidiary of Walt Disney Productions.

"Father Christmas," starring Mary Steenburgen in a contemporary drama of a young family's remarkable Christmas, is being produced for Walt Disney Pictures.

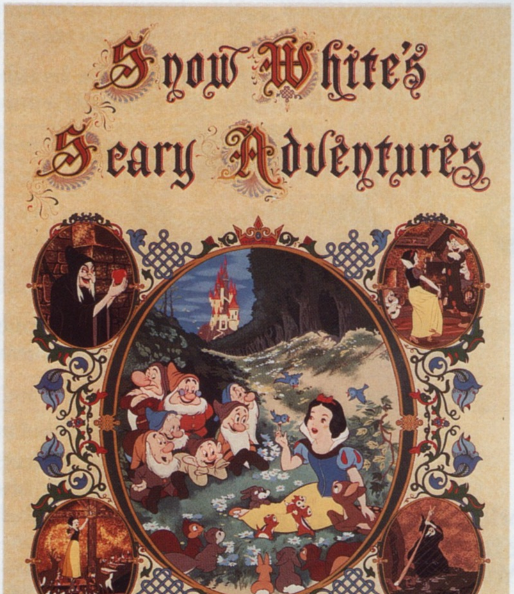
For the first time in the studio's history, Walt Disney Pictures will create animated programming for Saturday morning television, with two new half-hour series, "The Gummi Bears" and "The Wuzzles," in production. The series will premiere in network timeslots in September 1985.

Year-long Party at Disneyland Continues

Disneyland opened on July 17, 1955, and the famous park continues its 30th anniversary celebration with a unique lineup of entertainment to keep the excitement going. The eye-catching computer at the Disneyland Main Gate, the Gift-Giver Extraordinaire Machine, is counting each guest's arrival, and awarding gifts to each 30th guest. Every 30,000th guest wins a new General Motors car. At the colorful General Motors Showcase at the entrance, guests can examine examples of the shiny 1985 cars being given away during the year of celebration.

Disneyland guests this summer are also being treated to a brand new "Great Moments with Mr. Lincoln" show at the Disneyland Opera House on Main Street. The *Audio-Animatronics* show was completely redesigned in time for Lincoln's birthday in February. The movements of all the figures have been improved so that they seem more realistic and fluid. To close the show, the grand finale, "Golden Dreams" was adopted from the American Adventure show at Epcot Center. In the pre-show, Lincoln mementos are being displayed—the first time in history that a theme park has featured historical artifacts displays from museums and libraries.

During May and June, Saturday and Sunday "Summer Night Previews" will introduce this year's new Main Street Electrical Parade—everyone's favorite parade. Tinker Bell will light up the sky with nightly "Fantasy in the Sky" fireworks. The completely refurbished ship *Columbia*, will make added trips on the Rivers of America, and when not under sail, will welcome guests aboard its new below-decks museum featuring interesting artifacts of a sea-going vessel.


Snow White's
Scary Adventures
Venture into the Dark Forest, Meet Snow White and the Seven Dwarfs
But Watch Out for the Wicked Witch!
Fantasyland
Disneyland

DISNEYLAND ORIGINAL POSTER ART

Bring the magic of Disneyland into your home with authentic reproductions of original poster art from the Magic Kingdom. Created to commemorate the opening of the new Fantasyland at Disneyland in 1983, *Snow White's Scary Adventures* is a meticulously handcrafted lithograph that took Disney artists over 650 hours to design and produce.

The original rendering of *Snow White's Scary Adventures* is currently on display near the Main Street Train Station at Disneyland, but now you can own your own 6-color reproduction of this beautiful lithograph. It's being offered for the first time, unframed, in two distinctive editions:

Popular Edition—The initial printing of this poster has been reproduced on premium-quality poster stock. **$12.50** plus $3.50 shipping and handling. (California residents add 6% sales tax.)

Collector's Edition—A limited printing of 150 lithographs is available on acid-free, archival-quality paper. Each Collector's Edition lithograph is numbered and imprinted with a seal signifying its authenticity. And each will be accompanied by a Certificate of Authenticity. **$200.00** plus $5.50 shipping and handling. (California residents add 6% sales tax.)

Make check payable to *Disney Family Showcase* and send to:

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Or call, (714) 999-4544 in California, 9 a.m. to 5 p.m., Pacific Time, Monday through Friday.

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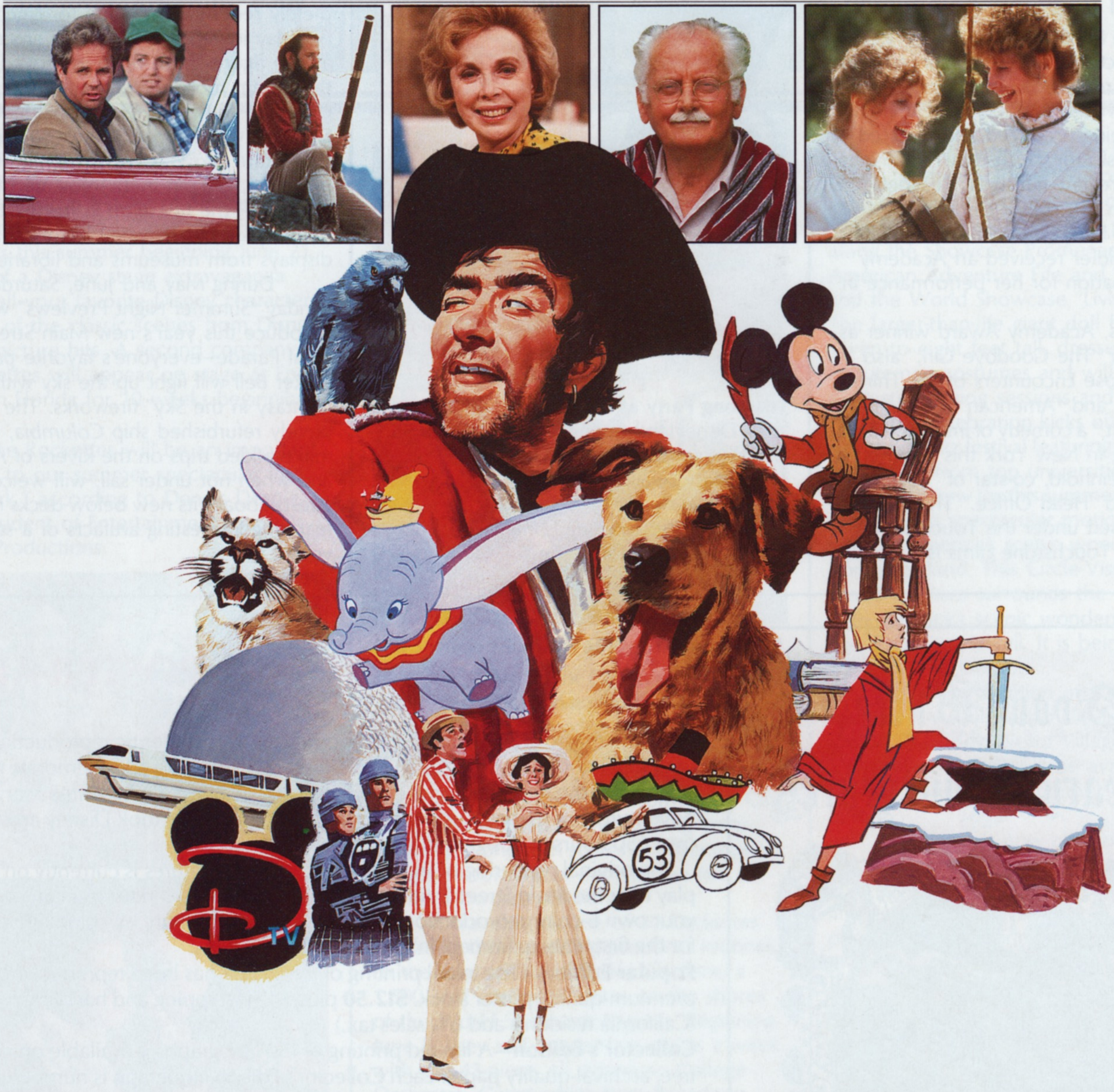

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Includes three days' admission and unlimited use of all adventures and attractions in both the Magic Kingdom and Epcot Center and use of the transportation system in the Walt Disney World Vacation Kingdom. The 3-Day World Passport is interchangeable at both the Magic Kingdom and Epcot Center and does not have to be used on consecutive days.

Four-Day World Passport	$55.00	**only $51.00**
Child Passport (ages 3–12)	$45.00	**only $41.00**

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One-Day Ticket	$18.00	**$17.00**
Child Ticket (ages 3–12)	$15.00	**$14.00**

Includes one day's admission and unlimited use of all adventures and attractions in either the Magic Kingdom or Epcot Center. (Magic Kingdom ticket includes transportation to and from the Magic Kingdom only.)

Reduced admission prices at River Country and on the River Country/Discovery Island Combination Ticket

River Country	$ 9.50	**$ 8.50**
Child (ages 3–12)	$ 7.25	**$ 6.25**
River Country/Discovery Island Combination Ticket	$12.25	**$11.25**
Child Ticket (ages 3–12)	$ 8.25	**$ 7.25**

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Greens fee	$38.00	**$33.00**

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—Unlimited use of the transportation system in Walt Disney World

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—Admission and unlimited use of all adventures and attractions in both the Magic Kingdom and Epcot Center

—Unlimited use of the transportation system in Walt Disney World

—A selection of coupons good for meals and recreational activities

Family Getaways (3 or 5 nights)

Includes:

—Accommodations at a hotel near Walt Disney World

—Admission and unlimited use of all adventures and attractions in both the Magic Kingdom and Epcot Center

—Unlimited use of the transportation system in Walt Disney World

DISNEYLAND PARK IN CALIFORNIA

Special reduced prices on Passports

	General Public	**Club Members**
Passport	$16.50	**$14.50**
Child Passport (ages 3–12)	$10.50	**$ 9.50**

Exclusive Club Vacation Plans

2-Night Family Getaway

Includes:

—Accommodations at a hotel or motel near Disneyland

—Admission and unlimited use of all adventures and attractions in Disneyland

—Transportation between hotel or motel and Disneyland

3-Night Park Holiday

Includes:

—Accommodations at a hotel or motel near Disneyland

—Admission and unlimited use of all adventures and attractions in Disneyland

—Transportation between hotel or motel and Disneyland

—Coupon good for a meal at Disneyland or admission to other Southern California attraction

4-Night Disneyland Adventure

Includes:

—Accommodations at a hotel or motel near Disneyland

—Admission and unlimited use of all adventures and attractions in Disneyland

—Transportation between hotel or motel and Disneyland

—Coupons good for meals at Disneyland or admission to other Southern California attractions

5-Night Fantasy Vacation

Includes:

—Accommodations at a hotel or motel near Disneyland

—Admission and unlimited use of all adventures and attractions in Disneyland

—Transportation between hotel or motel and Disneyland

—Coupons good for meals at Disneyland or admission to other Southern California attractions

WALT DISNEY'S MAGIC KINGDOM CLUB® BENEFITS AND SERVICES

ARVIDA RESORT COMMUNITIES

Exclusive Club Vacation Plans
Coto de Caza in Orange County, California (2 or 3 nights)
Includes:
—Accommodations
--Selected meals
—Use of recreational facilities

Longboat Key Club near Sarasota, Florida (3 nights)
Includes:
—Accommodations
—Coupon good for 18 holes of golf or gourmet meal
—Coupon good for choice of one recreational activity

Boca Raton Hotel and Club in Florida (3 nights)
Includes:
—Accommodations at the Tower or Boca Beach Club
—Three dinners and three breakfasts
—Unlimited use of golf courses or tennis courts for nominal additional fee

Sawgrass near Jacksonville, Florida (3 nights)
Includes:
—Accommodations
—One day's use of bicycle or three hours' use of canoe
—Coupon good for fishing, horseback riding, or tennis

OTHER VACATION ADVENTURES

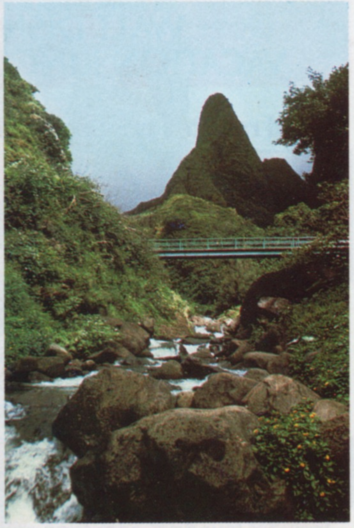
San Diego Spree (2 or 3 nights)
Includes:
—Accommodations at a hotel or motel
—Coupons good for admission to San Diego-area attractions

World Showcase Tours
Hawaii
—7 nights at Waikiki Beach on Oahu
—7 nights on Oahu and choice of one other island
—Three and four-island plans also available

Mexico
—3 or 5 nights in Acapulco, Cancun, Ixtapa, Mexico City, or Puerto Vallarta
—Includes accommodations and sightseeing tours

The Orient
—15 days in Tokyo, Hakone, and Kyoto, Japan and Hong Kong
—Includes accommodations and round-trip air transportation

Morocco
—6 nights, 7 days in Casablanca, Rabat, Fez, Meknes, and Marrakesh
—Includes accommodations, selected meals, and round-trip air transportation



CRUISE ADVENTURES

Special discounts on Norwegian Caribbean Lines cruises to the Caribbean and the Bahamas (cruises depart from Miami)

Reduced rates on Carnival Cruise Lines cruises to Mexico aboard the Tropicale (cruises depart from Los Angeles)

ADDITIONAL CLUB MEMBER BENEFITS

- 10% discount at over 400 participating Howard Johnson's Hotels and Lodges nationwide
- Clubsaver rates at most National Car Rental locations across the country
- Half off a second adult round-trip fare to Walt Disney World or Disneyland on Greyhound when the first adult round-trip fare is purchased at the regular price

MAGIC KINGDOM CLUB TRAVEL CENTERS

Complete details and pricing information on all Walt Disney World, Disneyland, Arvida Resort Community, and San Diego vacations and on World Showcase Tours and Cruise Adventures can be obtained from the *1985 Magic Kingdom Club Membership Guide and Vacation/Travel Book* or by calling or writing one of the Magic Kingdom Club Travel Centers.

West *P.O. Box 4180*
Anaheim, CA 92803
(714) 520-5000

Contact this Travel Center for information and reservations for Disneyland, Coto de Caza, Carnival Cruise Line Cruises, and World Showcase Tours to Hawaii, Mexico, and the Orient.

East *P.O. Box 600*
Lake Buena Vista, FL 32830
(305) 824-2600

Contact this Travel Center for information and reservations for Walt Disney World, Longboat Key Club, Sawgrass, Boca Raton Hotel and Club, Norwegian Caribbean Lines cruises, and World Showcase Tours to Morocco.

HOWARD JOHNSON'S

Official host of Walt Disney's Magic Kingdom Club®

At Walt Disney World Village in Florida

At Disneyland Park in California

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Participating Howard Johnson's Hotels and Motor Lodges offer a 10% discount on double-occupied rooms at the directory rate to all members of the Magic Kingdom Club.

You should make advance reservations and identify yourself as a Club member. A valid Club Membership Card must be presented upon registration. This offer effective until withdrawn. Discount not applicable to group or preferred rates.

- Get a FREE directory listing the participating lodges at any Howard Johnson's Motor Lodge or restaurant.
- Remember: At most Motor Lodges, children under 18 are accommodated free of charge when occupying a room with their parent(s).

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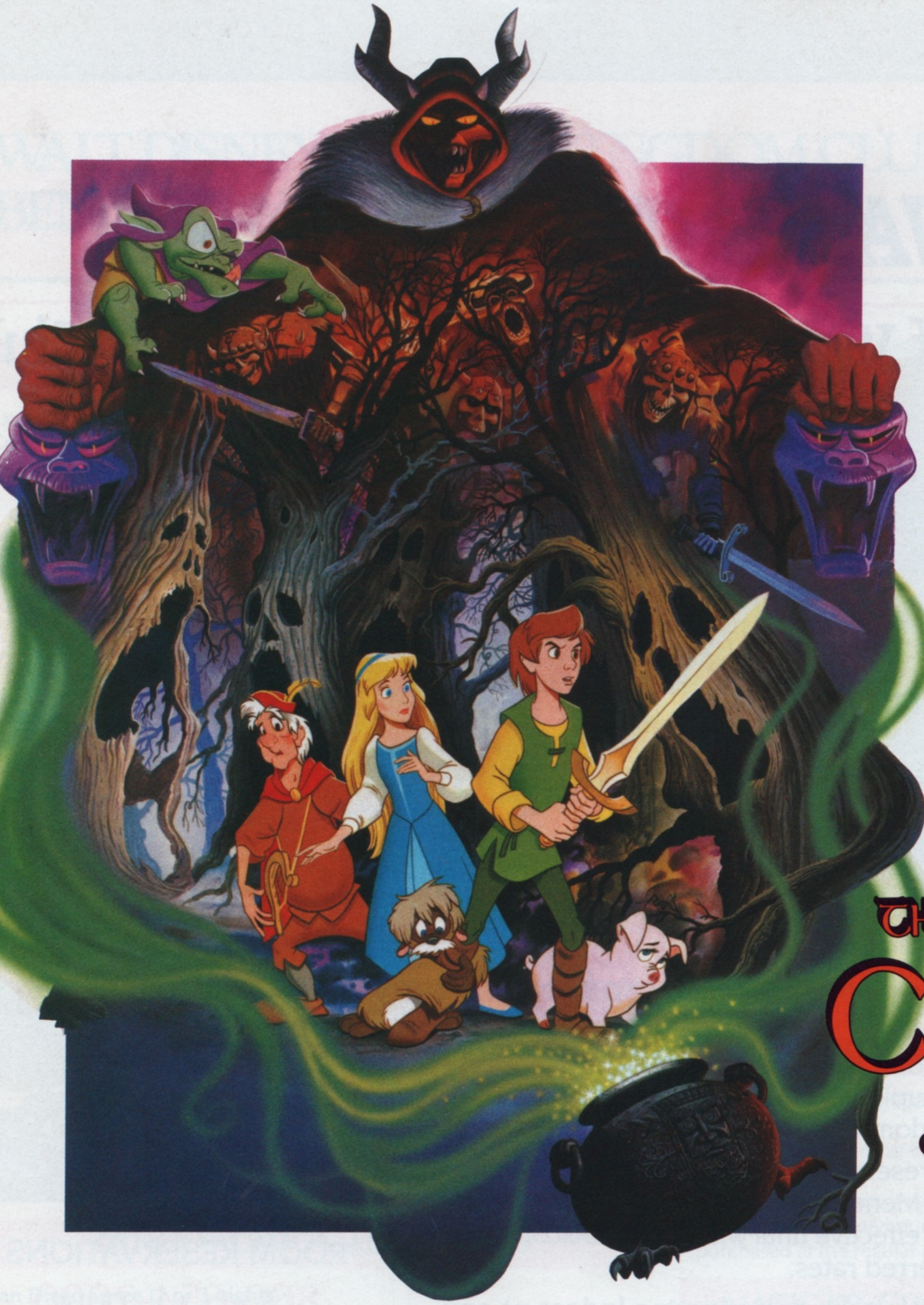
10% DISCOUNT
To Magic Kingdom Club Members
at participating Howard Johnson's



Hidden by darkness.
Guarded by witches.
Discovered by a boy.
Stolen by a king.
Whoever owns it
will rule the world.
Or destroy it.
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